FEBRUARY 10, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ALWAYS the CHAMP!

WHO-TV is first in 52% *of quarter hours surveyed,* Sign-on to Sign-off, Sunday through Saturday, according to the November 1957 ARB Metropolitan Survey of Des Moines' 3-station market.

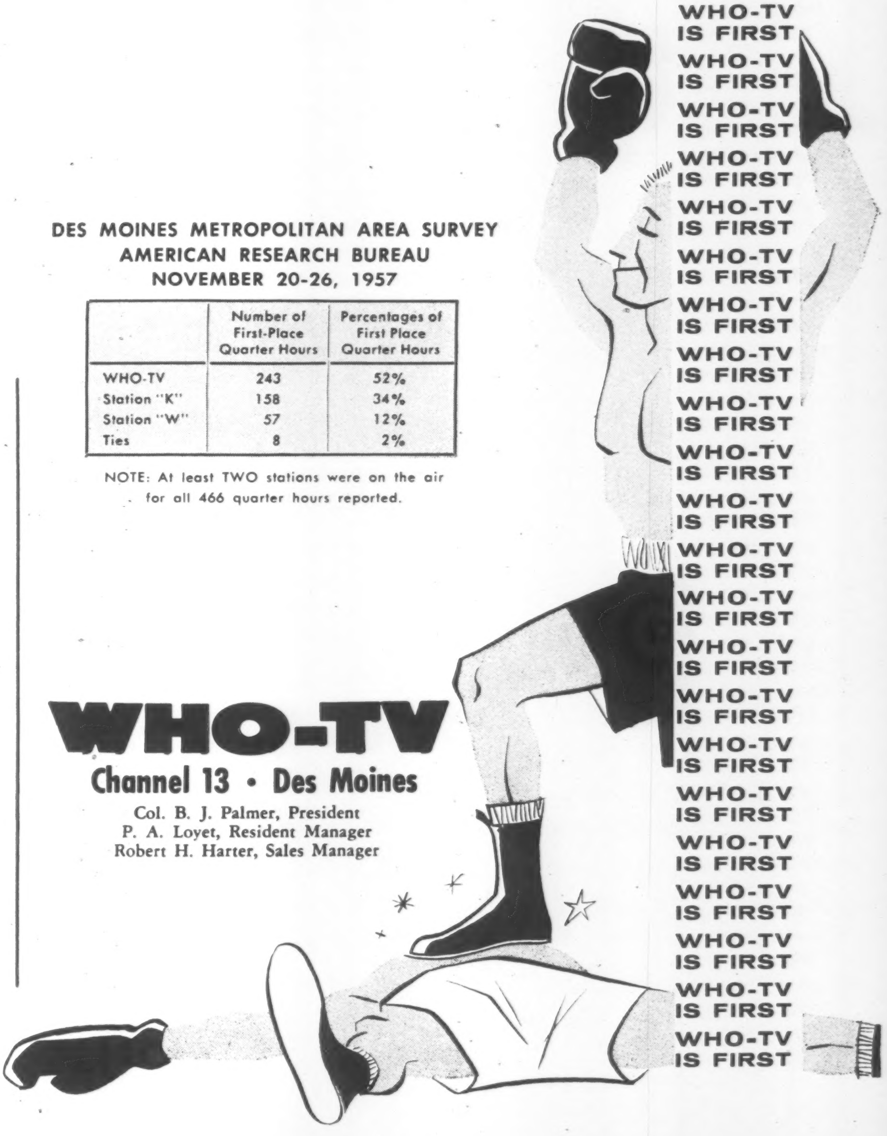
We are far from "Survey happy," and despite our ARB leadership, we *still say* that NO survey can really describe the tremendous *audience impact* of WHO-TV.

Advertisers who have known the WHO operation over the years know that decades of highest integrity, public service and *better programming* all add up to RESULTS you can obtain *only* on WHO-TV.

DES MOINES METROPOLITAN AREA SURVEY
AMERICAN RESEARCH BUREAU
NOVEMBER 20-26, 1957

	Number of First-Place Quarter Hours	Percentages of First Place Quarter Hours
WHO-TV	243	52%
Station "K"	158	34%
Station "W"	57	12%
Ties	8	2%

NOTE: At least TWO stations were on the air for all 466 quarter hours reported.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NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines; **WOC-TV**, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Thaddeus sees Red

and covers the 11th largest TV market with one station!

Rhode Island Red impresses on time buyer Thaddeus O. Thistlethwaite the fact that WJAR-TV's primary coverage area includes, not just Providence but all southeastern New England, including Boston, Fall River, New Bedford, Worcester! Call your Petry man and let him show you just how much extra coverage you get with WJAR-TV in the Providence market!

In the Providence market . . .

WJAR-TV

is cock-of-the-walk
in station coverage!

CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

Advertisement

Buyers and Users of Television Advertising In Iowa

File this page with your folder on Des Moines Television. This is information you must know in "shopping" this great market wisely.

KRNT-TV went on the air 2½ years ago as the third station in the market. In two weeks time Channel 8 had taken over audience leadership.

KRNT-TV is a basic affiliate of CBS Television. It went on the air with full power of 316,000 watts just 4 months after getting its FCC permit. The station serves Iowa's biggest, richest, heaviest-populated market.

KRNT-TV is important to people. It is manned by people who have important work to do. They know it and the public knows it.

KRNT-TV news rates probably as high or higher than that of any other station in the nation in a multi-station market. The new KRNT-TV high is a 50.8 rating in the November 1957 ARB Metropolitan Area Report.

The KRNT news operation is directed by a professional television-radio journalist. He directs a staff of nine professional newsmen. Four newscasts are presented daily. The people respect KRNT-TV newscasts for their accuracy and objectivity. They like their completeness, they like the heavy use of local stories and local film, they like the world news coverage afforded by the use of CBS newsfilm, and they like the way the weather picture is integrated into the news presentations. KRNT-TV's 20-minute news program at 10:00 P.M. started out fully sponsored when the station went on the air and now 2½ years later has the same two alternate sponsors.

KRNT-TV's professional three-man sports team is headed by a former college and professional athlete known throughout the nation. KRNT-TV presents two highly-rated sports programs daily and each year does a number of remote telecasts of sports events. All these programs are handled with great skill and fine technique, and get very high audience ratings.

KRNT-TV personalities are warm, friendly, alert, articulate, TV-wise emcees. They entertain. They inform. They serve the people. Their programs are well thought-out, intelligently presented. They believe in what they are doing, and the people believe in them. They are sincere, and they take great pride in the station's operation. The people know this and respect them and the station.

KRNT-TV takes very seriously its announced intention of operating in the public interest, convenience, and necessity. In 1957 the station devoted more than 451 hours of program time to public service. That figure includes more than 200 hours of local live public service programs. For one of those programs the station cleared a half-hour afternoon time and presented a daily 13-weeks series, "Know Your Schools". For this a complete grade school classroom was built in the studios, including a false ceiling. The hidden camera and microphone technique was used in showing viewers actual elementary school classes in operation. KRNT-TV was one of the first stations in the country to televise "live" an actual heart operation as performed on a small boy.

Because KRNT-TV stands for something, it amounts to something to people. The policies which govern KRNT-TV are well known by the people. The station is very careful to make sure all its presentations are in good taste. KRNT-TV won't advertise many products and services; for instance, beer and liquor advertising, and the people know the station turns down thousands of dollars from this classification each year. In the last city election, KRNT-TV did not sell political advertising. The station gave it away — equitably — to all candidates. In this particularly vital election KRNT-TV figured the public was best served that way. Not all the people agree with the policies which guide the operation but they respect the station because they know its principles are not for sale.

Character makes a medium believable. KRNT-TV is believable. To be acted upon advertising has to be believed by the people you want to sell. It makes all the difference in the world who represents your company. KRNT Radio and KRNT-TV have spent years building strong character in the community. They represent you well. Their reputation for dependability has been firmly established and is jealously guarded.

That's why KRNT-TV is famous for results for advertisers. KRNT-TV is believed *in* by most people. It has character. It stands for good things in the community. It has great acceptability among people in the age of acquisition. It amounts to something to people who amount to something. It is *believed* by people.

KRNT-TV is a successful commercial station. It carries more local advertising by far than any other station in this three-station market. Most of its business is repeat business. It has an excellent repeat national spot business.

KRNT-TV is a good television station . . . has exceedingly high ratings, too.

KRNT-TV, Des Moines, Iowa, is a Cowles operation — represented by a good organization, the Katz Agency, and their office is as near as your telephone.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

more listeners are tuned to

1080

KRLD Radio Dallas

than to any other full-time radio station in the state of Texas

N.C.S. NO. 2

ONE ORDER — ONE BILLING — MAXIMUM COVERAGE — MINIMUM COST. KRLD, the oldest CBS affiliate in Texas, is the only 50,000 watt station in the Dallas-Fort Worth area not sharing its time and frequency with another station. This greatest of Southwestern markets, plus North Texas and Southern Oklahoma, can be delivered to you by KRLD at less cost per one thousand listeners. You need not divide contracts with two stations — you earn greater frequency discounts — you get maximum impact for minimum investment. Without a doubt, KRLD Radio 1080, CBS outlet for Dallas-Fort Worth, is the biggest buy in the biggest market in the biggest state. In this rapidly expanding market your basic advertising medium should be — MUST be — KRLD.

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV Channel 4. KRLD-TV, telecasting with maximum power from atop Texas' tallest tower, reaches out farther, with a strong clear signal, than any other TV station in Texas.

KRLD Radio CBS

DALLAS

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

50,000 WATTS COMPLETELY SATURATE THE GREAT SOUTHWEST MARKET

closed circuit.

MERE FORMALITY • While FCC plans to meet next Wednesday to decide its posture on pay tv in light of House Committee "sense" resolution that no tests be conducted until Congress acts definitively on public policy, it's foregone conclusion that Commission, in one fashion or another, will honor House Committee mandate [LEAD STORY, page 31]. More than likely FCC will seek some deadline on postponement of tests from House Committee, but odds are that there won't be any tv tests in 1958 anyway.

•

Cleveland Plain Dealer's *WHK on verge of being sold, although no deal signed at week's end. Prospective buyer said to be DuMont Broadcasting Corp. (WNEW-WABD [TV] New York, WTTG [TV] Washington). Price understood to be more than $1 million. WHK is 5 kw on 1400 kc with NBC affiliation. In addition to WHK, sale will include WHK-FM and grant for ch. 19.*

•

SCHWARTZ'S FUTURE • Open antagonism of perhaps majority of members of seven-man Moulder Committee toward Chief Counsel Bernard Schwartz has reached point where one or two things might happen: (1) dismissal of New York U. law professor or (2) retention of associate counsel to balance representation. There's ample precedent for latter in FCC investigations. In Senate Commerce Committee inquiry into network operations in 1954-55, former FCC Comr. Robert F. Jones represented Republican members of committee, and former FCC Asst. General Counsel Harry M. Plotkin represented Democratic members.

•

NBC's "put out the fire" appraisal of tv costs (substance of which is that tv is better buy than ever and that costs are neither unreasonable nor unjustified) is due for exposure to ad row. Part of NBC's appraisal (see ADVERTISERS & AGENCIES, *page 34) has been smoothed out and bundled into presentation for agencies and advertisers (some showings to agencies by NBC-TV sales development unit have been reported). It's understood that originally NBC did not intend its research probing as formal pitch, but once figures were in, network turned them over to sales development.*

•

TOGETHERNESS • It's probably only coincidence. But Bernard Schwartz, Moulder Committee chief counsel whose charges against FCC have repeatedly "leaked" to *New York Times*, is *New York Times* contributor. In past year he's sold three pieces to *Times* Sunday magazine—one on Chief Justice Warren last June 30, one on Supreme Court last Aug. 25 and one on states rights last Nov. 17.

Preliminary agreement for acquisition of KOMA Oklahoma City by McLendon Corp., headed by Gordon McLendon, for $600,000 reached last Friday, subject to FCC approval. Station, operating on 1520 kc with 50 kw, was established in 1927 and is CBS affiliate. Sellers include Burton Levine, Myer Feldman, Arnold S. Lerner, Donald Rubin and Harold Thurman. Partnership group acquired station from John T. Griffin interests in 1956 for $300,000. McLendon Corp. stations are KLIF Dallas and KILT Houston. Through subsidiary, corporation owns KTSA San Antonio and KEEL Shreveport.

•

REPAIR JOB • Best Monday morning guess: NAB will act fast to pacify tv film companies, angered by association's failure to consult them before board voted to allow only heavy broadcast equipment exhibitors at annual convention starting in 1959. NAB board forgot highly important detail—its by-laws—in voting to confine film exhibitors to autumn regional conferences. Under terms of by-laws, associate members are entitled to exhibit at conventions and this right can only be removed by referendum vote of membership.

•

While NAB would miss dues of film members if they pulled out of association, there's even more serious side to problem. This centers around money received from film exhibitors who display at spring conventions. And film dues aren't only worry. There's also problem centering around loss of income from some large radio stations, not entirely offset by numerous new affiliations of smaller stations.

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BRITISH AISLES • Great Britain will cope with its movie-tv problem through establishment of new central agency comprising exhibitors, producers and distributors, already tentatively agreed to. Designed to control use of tv film in Britain, organization would purchase all of feature film, financing operation through levy of one-fourth of pence per seat; this to bring in equivalent of about $1 million per year. Super distribution agency would release feature films both for theatre exhibition and tv; would stipulate price and time of day for showing. Agreement would not apply to American feature film, already limited under Post Office Dept. control to about one hour per day. Because of cross-ownership by American and British interests, there presumably would be repercussions here on new film plan which awaits only formal ratification of four of five groups involved.

•

Latest British Gallup poll on commercial vs. state tv programming in Great Britain (ITV vs. BBC) shows that 47% prefer commercial operation as against 22% for BBC; 28% saw no difference and 3% didn't know. On question whether there is "too much violence" on ITV in feature films, notably American product, 46% felt there was not; 41% thought there was and 13% didn't know. As to BBC, 43% felt there was too much; 39% that there was not, 18% didn't know.

•

RATE MAKING • FCC has now received all replies to its inquiries sent out last month about alleged network-station affiliate conniving on spot rates, time clearances, etc., as cited in Barrow Network Report [LEAD STORY, Jan. 6]. Staff now begins analysis, comparing network answers with affiliates'. Then report goes to commissioners for action. If action is taken, matter becomes public; if not correspondence remains in "not for publication" file. Note, however, that Commission sent out interrogatories to only 25 stations; about 90 stations are ostensibly involved. Remaining 65 will get letters of inquiry as their licenses come up for renewal.

•

Advance registration for first Pop Music Disc Jockey Convention and Programming Seminar in Kansas City, March 7-8-9, being conducted under auspices of Storz Stations, has surpassed all expectations, according to President Todd Storz. Last week registrations had passed 1,200, with prospects that 1,800-2,000 will attend convention.

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EPIC SHIFT • Insiders won't talk, but report persists that Lever's Pepsodent Div. is considering spot tv nationally for its Pepsodent toothpaste and may cut back part or drop all of its spot radio. Significance: Pepsodent scored outstanding success with its "where the yellow went" spot radio campaign starting in 1956, continuing since, and campaign generally is conceded to have had important role in post-1954 radio revival. Pepsodent last year put estimated 80% of its ad budget in spot radio, now runs schedules in as many as 200 markets. Pepsodent's spot tv tests understood to have included New York and few West Coast major markets with good results. To all queries, executives at Pepsodent and its agency, Foote, Cone & Belding, New York, come back with unqualified "no comment."

•

Plans for that series of regional meetings of ABN affiliates, indicated by network when it decided to cut back on its all-live programming policy [NETWORKS, Jan. 27], *should be announced shortly. Schedule is tentatively set this way: San Francisco's Fairmont Hotel Feb. 17; Chicago's Drake Hotel Feb. 20; New York's Waldorf-Astoria Feb. 25, and New Orleans' St. Charles Feb. 28. President Robert E. Eastman will head ABN delegation.*

time buying

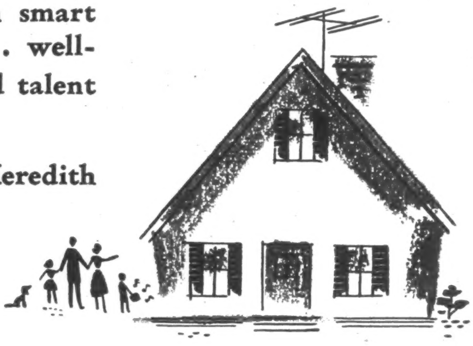
made easy in 5 key markets...

KANSAS CITY, SYRACUSE, OMAHA, PHOENIX, AND TULSA

Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you're on the station with smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management.

Your advertising gets home on the Meredith Station.



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

Harris Committee Asks Brake on Toll Tv—Congress wants further look later this year, isn't satisfied FCC has necessary authority. Commission expected to take action on resolution this week. Page **31.** John Q. Public registers protests to pay tv in unprecedented flood of mail. Page **32.** Bartlesville, Okla., Telemovies system suffers reversal. Page **33.**

Tv Costs Part II—NBC's Beville lets loose with detailed and documented rebuttal to contention of McHugh of Campbell-Ewald that further tv cost increases may not be justified and ownership is near saturation point. Says NBC, network tv is better buy than ever before and the advertiser is getting more in return for his investment. Page **34.**

Tv Sales Successes—TvB cites sales gains by television advertisers in answering newspaper story that implied papers are better for hard sell. Page **36.**

Who's Going to Get Buick?—Among many rumors of agencies and possibilities is speculation that Burnett and Kudner will get together on General Motors' unattached account. Page **36.**

Stations Embark on Heavy Date—Dromedary Dates cites WCCO Minneapolis, KING Seattle and WAAB Worchester, Mass., as favorite radio stations for pushing seasonal dates. Here's why National Biscuit Co. division resorts to radio merchandising contests. Page **39.**

Riviera Thanks L.A. Tv—Sofa manufacturer tells how local media sparked firm's amazing four-year growth. Page **40.**

No Headaches for Warwick & Legler—W&L gains $2.5 million Bromo-Seltzer account from Warner-Lambert Pharmaceutical Co., Lennen & Newell loses after servicing powder for over five years. Switch may be first of several intra-agency shuffles by newly-organized W-L Family Products Div. Page **40.**

McGannon on Radio—WBC president speaks out for medium and advises agencies how commercials can be made more effective. Page **41.**

Movies Promote on Radio-Tv—All-industry effort by producers, distributors and exhibitors allots about $900,000 of overall $2.3 million budget to radio-tv in effort to lure public back to theatres. Page **41.**

A Bitter Week for FCC's Doerfer—Moulder subcommittee counsel Schwartz spends three days of hearing trying to prove Commission chairman is "unfit" for position. Page **48.**

St. Louis ch. 2 Applicants Merge—Louisiana Purchase Co. gets 10% of KTVI (TV) St. Louis as hearing record closes. Still up in air: *St. Louis Globe-Democrat's* option to acquire 25% of KTVI. Page **64.**

NBC's Film Syndication Up—California National Productions realigns its film syndication operation. Page **68.**

Gross Time Charges Up—PIB's figures for 1957 show network tv gross billing at record high. Gain is 5.7% over 1956. Last December was biggest billing month on record for network tv. Page **70.**

From the Grass Roots—Presidents of state broadcaster associations will hold national conference in Washington Feb. 18-19 under NAB auspices. Mushrooming move for local advertising taxes to be discussed, along with regulatory and legislative problems. Page **72.**

Radio Attains New Heights—Factory production of receivers in 1957 hits highest point since 1948 post-war period. Sales also at peak. Tv production down but sales picture healthy as factories and stores chopped down inventories. Page **85.**

Keep Tv's Pioneering Spirit Alive—Sigurd Larmon reminds that although the medium has experienced amazing growth, there can be no resting on oars. Young & Rubicam's president-board chairman, writing in MONDAY MEMO series, tells why bold spirit of pioneers is still needed. Page **105.**

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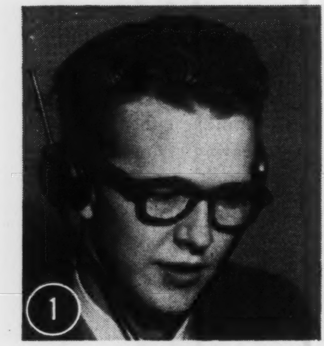
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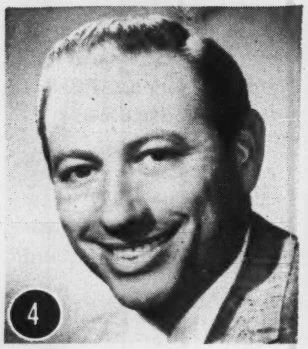
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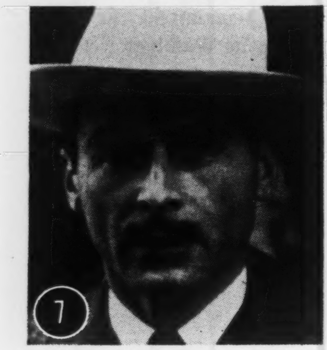
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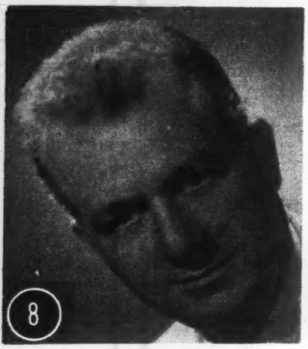
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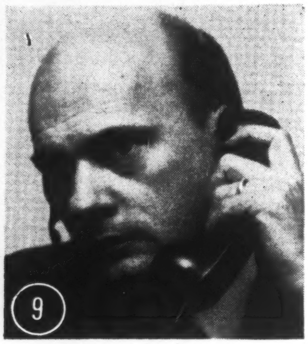
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The Twins' 9 best friends are yours too

1. DAN DANIEL. Tall, thin, friendly, contest-minded, safety-conscious, record-hopper, Texas-drawler, heavily-sponsored. 7-10 p.m., daily.
2. BILL BENNETT. Comedian, emcee, TV performer, recording star, teen-dance innovator, "Northwest's outstanding radio personality," likeable, perpetual smiler, teen-age columnist, magician, amateur clown. 9-11 a.m.; 2-4 p.m., daily.
3. DON KELLY. "Morning Mayor," happiest man in radio, radar-location divulger, "Smilin' Irishman", singer, comedian, wit. 6-9 a.m., daily.
4. STANLEY MACK. Legitimate stager, vaudevillian, radioactor (Sam Spade series), man of a thousand voices, dialectician, singer, drummer. Noon-2 p.m., daily.
5. BILL ARMSTRONG. Smooth, mystery-tuner, birthday acknowledger, actor, impersonator, writer, newscaster, public speaker, producer, ex-radio a.e. 11 a.m.-noon, daily.
6. BILL DIEHL. Top newspaper columnist, impersonator, humorist, inside-show-biz authority, business-newsman, full-fledged movie critic. 4-7 p.m., daily.
7. JOSEPH DELLA MALVA. News director, newscaster, WDGY news center overseer, Sound-Off editor, tipster-ring-leader, scooper (on nearly every important local story), beauty judge, Simca-owner, pop science devourer.
8. RALPH MARTIN. Crisp, incisive, smooth, news-voice of WDGY, commentator, community force. The news, afternoon and evening, daily.
9. GEORGE RICE. Nightbeat-er, news writer, controversial, widely-discussed, phoned 800-900 times an hour (average), 10 p.m.-1 a.m. nightly.

IN BRIEF, 9 good reasons why WDGY is the most-listened-to radio station in the Twin Cities. Talk to Blair, or G.M. Jack Thayer.

WDGY *50,000 watts* **MINNEAPOLIS-ST. PAUL**

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

'MORE SERIOUS' CHARGES FACE FCC'S MACK

House Legislative Oversight Chairman Morgan M. Moulder (D-Mo.) Friday said FCC Comr. Richard A. Mack probably will face charges this week of "more serious" nature than those presented against Comr. John C. Doerfer last week (see page 48). Mack case, Rep. Moulder said, will involve Miami ch. 10 grant to National Airlines.

Rep. Moulder indicated seriousness of charges against Comr. Mack to newsmen following 3½ hour executive session of subcommittee Friday. He said staff "fully prepared" to present all evidence in Miami case at this time.

Also Friday, Sen. William Proxmire (D-Wis.) announced plans to introduce bill prohibiting commissioners from accepting fees, expenses and honorariums from industry.

Hearings of Moulder committee will resume Tuesday and continue through Wednesday on FCC, Rep. Moulder stated. Each member of Commission, except chairman, will be called in order of seniority and "ordered and directed" to prepare within 30 days list of trips made as commissioner, including honorariums received and expenses paid by industry. Committee also adopted new resolution requiring that each commissioner be furnished three days in advance written notice of specific nature of questioning, "including approximate times and places."

This will mean commissioners who testify this week will not be subjected to type of questioning which Chairman Doerfer faced last week; he knew no particulars of charges being made against him.

Committee also scheduled another executive meeting today (Monday) at which Chief Counsel Bernard Schwartz will be directed to furnish members with information regarding "misconduct" charges to be made against commissioners and other plans of chief counsel.

When asked if this constituted a "reprimand" of Dr. Schwartz or criticism of tactics used against Comr. Doerfer, Rep. Moulder told newsmen to "draw your own conclusions."

In discussing Mack charges, which were not specified beyond fact they concerned Miami, Rep. Moulder said possibly testimony may be taken in secret sessions. He said this may be necessary, although he preferred open hearings, because of House rule calling for closed-door hearings if "evidence or testimony at any investigative hearing may tend to defame, degrade or incriminate any person."

When asked why this rule was not invoked during Comr. Doerfer's testimony, Rep. Moulder said it was "a matter of degree." He did not explain "degree."

Channel 10 Miami was granted to National Airlines last spring after long and bitter case. Airlines was favored over three competing applicants. Comr. Mack was appointed to FCC July 1955 after initial decision had been rendered favoring another applicant in case.

Also adopted at last Friday's meeting of Moulder committee was resolution extending scope of investigations to cover minimum of 10 years and also to include former commissioners. Rep. Moulder said individual misconduct charges against commissioners will continue to be pressed, although hearings probably will take "several months." He said matter of referring misconduct allegations against Comr. Doerfer to Justice Dept. had not been considered.

Sen. Proxmire's bill, to be introduced soon, would "prohibit the making of gifts to officials of government agencies by persons having business with such agencies, and to prohibit the acceptance of such gifts." Bill, in form of amendment to U. S. Code, provides for fines up to $5,000, imprisonment for not more than one year, or both.

Expressing "shock and disappointment" that President Eisenhower "apparently condones and approves" the practice permitting commissioners to accept gifts and honorariums (see page 54), Sen. Proxmire said: "I will introduce a bill to close this extremely unfortunate loophole."

McAndrew Becomes NBC V. P.

Election of William R. McAndrew as vice president, NBC news, being announced today (Mon.) by network President Robert W. Sarnoff. Mr. McAndrew joined NBC news in 1936, resigned 1940 to join BROADCASTING Magazine in Washington as executive news director, rejoined NBC news in 1944. He became manager of WRC Washington in 1949. He was named manager of NBC news and special events in 1951.

ROUSING VOTE FOR TV

Self-service store operators voted television most effective advertising medium to help them sell nationally-advertised brands, according to study released Friday by CBS-TV based on survey by Market Planning Corp. of 2,585 owner-managers of small, medium-sized and large self-service stores in 25 cities. Grocery, drug, hardware, variety stores and discount houses were covered. Study shows self-service stores now account for 90% of food sales and 50% of drug and cosmetic sales. Tv received three-fourths of all dealer votes and three times as many as all other media combined.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 34.

$2 MILLION BUY • General Foods Corp., White Plains, N. Y., investing about $2 million in gross billing to sponsor quarter-hour and half-hour segments of ABC-TV's *Do You Trust Your Wife?* (Mon.-Fri., 3:30-4 p.m.) and participations in *Country Music Jubilee* (Sat. 8-9 p.m.), both effective last Friday. Network calls purchases on *Wife* largest buy by single sponsor in network's new live daytime programming. General Foods, through Young & Rubicam, N. Y., will advertise in Minute Rice, Swansdown, cake mixes and Postum on two programs.

'LAUGH' FOR TAREYTON • American Tobacco Co., N. Y., for Tareyton cigarettes, to sponsor new type of comedy show *Make Me Laugh*, created by writers Mort Green and George Foster in association with Pat Weaver of Weaver Assoc. Program is slated for ABC-TV, Thurs., 10-10:30 p.m. effective March 20. Lawrence C. Gumbinner Adv. N. Y., is agency.

SPOTS FOR BANANAS • United Fruit Co., N. Y., for its bananas, placing radio spot announcement campaign to start March 10 for 10 weeks in about 50 markets. BBDO, N. Y., is agency.

PICKING IN TOP MARKETS • Sandura Co. (Sandran floor covering), Philadelphia, to supplement network tv buys, still looking for few availabilities in 10 of 20 top markets to start this week and next. Spring push will run through early May and will concentrate on night time. Hicks & Greist, N. Y., is agency.

TEN WEEK SPOT DRIVE • Scripto Inc., Atlanta, for pens and pencils, placing 10 week tv spot campaign—minutes and 20 seconds—in approximately 35 markets starting March 9. Donahue & Coe., N.Y., is agency.

Possible Ouster Irks Film Firms

Representatives of 12 leading tv film syndication companies decided at New York meeting Friday that individual distributors could proceed with plans to participate in 1958 NAB Convention this spring in Los Angeles. Distributors had met Wednesday to decide if they should boycott 1958 convention. Friday's statement on behalf of 12 companies said that NAB had advised distributors that referendum of NAB membership will decide whether associate members of association—film distributors and station representatives—will be excluded from NAB conventions starting in 1959.

at deadline

PARAMOUNT CAPITULATES FOR $50 MILLION

In $50 million sale revealed Friday, Paramount pictures is disposing of its pre-1948 feature library containing approximately 750 films to unidentified subsidiary of Management Corp. of America. Paramount, lone holdout to tv among major motion picture studios, reaped top price in history of such transactions. Jules C. Stein, management Corp.'s chief executive officer, also is board chairman of Music Corp. of America that has extensive interests in entertainment field. (MCA-TV Ltd. is only distribution unit under MCA's aegis).

Paramount described sales terms—agreed upon but not signed as of late Friday—as $35 million ($10.5 million in cash and remainder guaranteed); another $15 million is to be paid out minimum 60% of gross receipts after initial $35 million is paid. MCA had no comment, noting that it and Paramount had decided to announce only "essentials" to "quiet rumors." MCA-TV film syndication now distributes syndicated series and more than 40 feature westerns (Roy Rogers and Gene Autry vehicles). MCA produces tv film series largely through its subsidiary, Revue Productions. MCA has extensive talent representation and program packaging activities as well.

Paramount library includes such stars as Mary Pickford, Gloria Swanson, Bing Crosby, Bob Hope, Jane Russell. Barbara Stanwyck, Joan Fontaine, Marlene Dietrich, Gary Cooper, Jennifer Jones, Olivia De Havilland, Fred Astaire and many others, and such titles as "Lost Weekend," "Monsieur Beaucaire," Hope-Crosby-Lamour "road" series, and many others.

Telemeter Arm in Sports Deal

Arrangements for certain sports and other programs originating in arenas like Madison Square Garden to be made available exclusively to International Telemeter Corp.'s toll tv system on experimental basis, according to J. D. Norris, president, International Boxing Club, Madison Square Garden Corp. and Louis A. Novins, president of ITC. Amateur basketball games, ice shows, circus and other similar events not now shown on free tv will be included in experiment which Mr. Norris stated would not interfere with regular Wednesday and Friday IBC fights on free tv.

Four Elected by RCA To Vice Presidencies

Election of Dr. James Hillier, Raymond W. Saxon and Joseph M. Hertzberg as vice presidents of RCA announced Friday by John L. Burns, RCA vice president. Dr. Hillier, formerly general manager of RCA Labs, was named vice president of that organization; Mr. Saxon, formerly director, regional operations, appointed vice president and general manager, RCA Victor Radio & Victrola Div. Mr. Hertzberg, manager of defense marketing, Defense Electric Products, elected vice president of that unit.

Same day, appointment of James M. Toney as vice president and general manager of RCA Victor Div. was announced by Robert Seidel, executive vice president, consumer products. Mr. Toney has been vice president and general manager of RCA Victor Radio & Victrola Div., which post Mr. Saxon assumes.

Zenith Charges 'High Pressure'

Call for FCC to investigate radio and tv station editorializing against subscription tv made Friday by Zenith President E. F. McDonald Jr. Zenith is proponent of pay tv. Comdr. McDonald said stations are using facilities "in a high pressure pitchman's campaign to induce the public to write congressmen and senators urging them to legislate the stillbirth of subscription television." He added that FCC and Justice Dept. should act against tv stations which have been engaged in such activities as violation of anti-trust laws. He added: "Some of their commercial copy . . . has been so flagrantly misleading, false and fraudulent that if it were used by any product advertiser, he would be immediately stopped by the Federal Trade Commission."

12-Month Rate Protection Policy Set for Four Storer Tv Stations

New 12-month rate protection policy for Storer Broadcasting Co.'s WJBK-TV Detroit, WJW-TV Cleveland, WSPD-TV Toledo and WAGA-TV Atlanta announced Friday by George B. Storer Jr., vice president for tv operation. "This 12-month rate protection policy is a complete departure from the six months' rate protection currently in general practice in the television industry," Mr. Storer noted, explaining change will permit advertisers to budget for station schedules without psychological and financial obstacle of potential rate increases before completion.

Mr. Storer felt new "hold-the-line" policy will do much to bring order to "chaotic rate situation prevailing within the industry." WJBK-TV has been using one-year protection plan since November, he explained, and "response from agencies and advertisers was both immediate and overwhelming." Mr. Storer's new WVUE (TV) Wilmington, Del., making strong bid for greater Philadelphia market, is not included because of "fluid and flexible situation" there, he said.

PEOPLE

WILLIAM R. HESSE, senior vice president, Benton & Bowles, New York, elected vice president. Three other vice presidents, Louis T. Steele, J. F. Reeder and Edward W. Murtfeldt, elected senior vice presidents.

TOM DE HUFF, writer- producer Cunningham & Walsh, being named today (Mon.) as radio-tv account executive on American Cyanamid Co., N. Y. Mr. De Huff is originator and producer of American Cyanamid's *Farm Newsreel* which starts Friday in more than 60 markets [ADV. & AGENCIES, Jan. 20].

FCC Lists Appearance Order For Barrow Report Hearings

Order of battle for crucial Barrow Report hearing, beginning March 3, published Friday by FCC. Networks lead off, with ABC first, CBS second and NBC third. Remainder comprises 30 other groups and stations, with total witnesses about 75.

Hearing expected to run 30 days, with Interstate Commerce Commission Bldg. chambers understood to be seat of tribunal. Commission stated flatly "night sessions will be held if necessary."

FCC announced each of three tv networks would get two hours to make direct presentation. Time for others to be announced. Commission also asked that 15 copies of direct testimony must be submitted five days ahead of time witness scheduled to appear.

And, FCC was adamant on questioning of witnesses. Said any questions should be submitted to staff counsel who will ask them if he judges they are appropriate. Counsel will be Broadcast Bureau's Robert J. Rawson and Herbert M. Schulkind.

Following is order of appearances:

ABC, CBS, NBC.

Corinthian Bcstg. Co., King Bcstg. Co., Meredith Pub. Co., Modern Bcstg. Co., RKO Teleradio Pictures, Southwestern Radio & Tv Corp., Storer Bcstg. Co., Time-Life-Fortune Broadcasters, Utah Bcstg. & Tv Corp., Westinghouse Bcstg. Co., WKY Television System Inc.

ABC-TV Affiliates Committee, CBS-TV Affiliates Committee, NBC-TV Affiliates Committee.

National Telefilm Associates.

KTTV Inc., Los Angeles.

Stations represented by CBS Spot Sales, Stations represented by NBC Spot Sales, WAVE Inc., Louisville, Ky.

Station Representatives Assn.

Committee for Competitive Tv, WVEC-TV Norfolk, Va.

KFRE-TV Fresno, Calif., KFDM-TV Beaumont, Tex., KVAR (TV) Mesa, Ariz., WCSH-TV Portland, Me., WDSU-TV New Orleans, La., WFLA-TV Tampa, Fla., WLAC-TV Nashville, Tenn., WMBD-TV Peoria, Ill., WWJ-TV Detroit, Mich.

M-E Elects Five Directors

Five executives of McCann-Erickson, New York, have been elected directors of corporation, President Marion Harper Jr., announced Friday. Five are Thomas P. Losee, vice president in charge of account service division, who was appointed assistant to president and coordinator of corporate services; Peter G. Peterson, vice president, who also has been appointed assistant to president and coordinator of corporate services to regional offices; Rudyard C. McKee, administrative vice president of home office; Paul E. Foley, vice president and manager of Detroit office, and Phipps L. Rasmussen, vice president and manager of San Francisco office.

Memorandum

Philadelphia, Pa.
January 28, 1958

TO: All Blair-TV Salesmen
FROM: Roger W. Clipp
SUBJECT: January 5-11 ARB—38.2%

Latest and greatest news from American Research Bureau is that our January share-of-audience hit a new high of 38.2%.

Some agencies will undoubtedly ask why the margin* between WFIL-TV's share of audience and our competitors' has been consistently increasing each month.

If they do I suggest this simple, straightforward, honest answer:

- Better local programming
- More effective audience promotion
- Intensive merchandising support
- Objective planning ahead by
- A great staff

and last but not least, those

- Wonderful ABC programs with
- Greatest audience appeal

Roger W Clipp

*Nearest competitor—31.4%

A TRIANGLE STATION

WFIL-TV
PHILADELPHIA, PENNSYLVANIA
CHANNEL 6
ABC-TV • BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

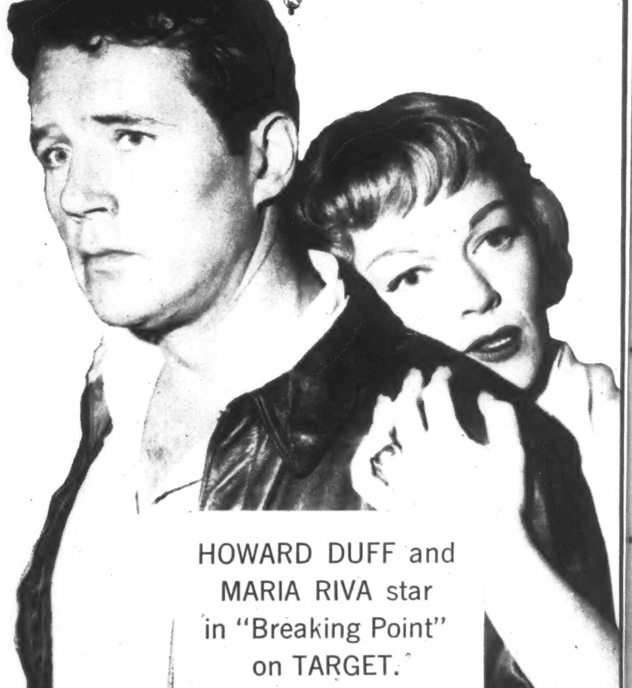
ZIV's NEW, ALL NEW HALF

TARG

NEW STARS EVERY WEEK!

Your viewers will see and thrill to a galaxy of stars hand-picked for their great performances on TARGET!

Howard Duff, Marie Riva and Sidney Blackmer star along with names like Bonita Granville, Lola Albright, Skip Homeier and many more.

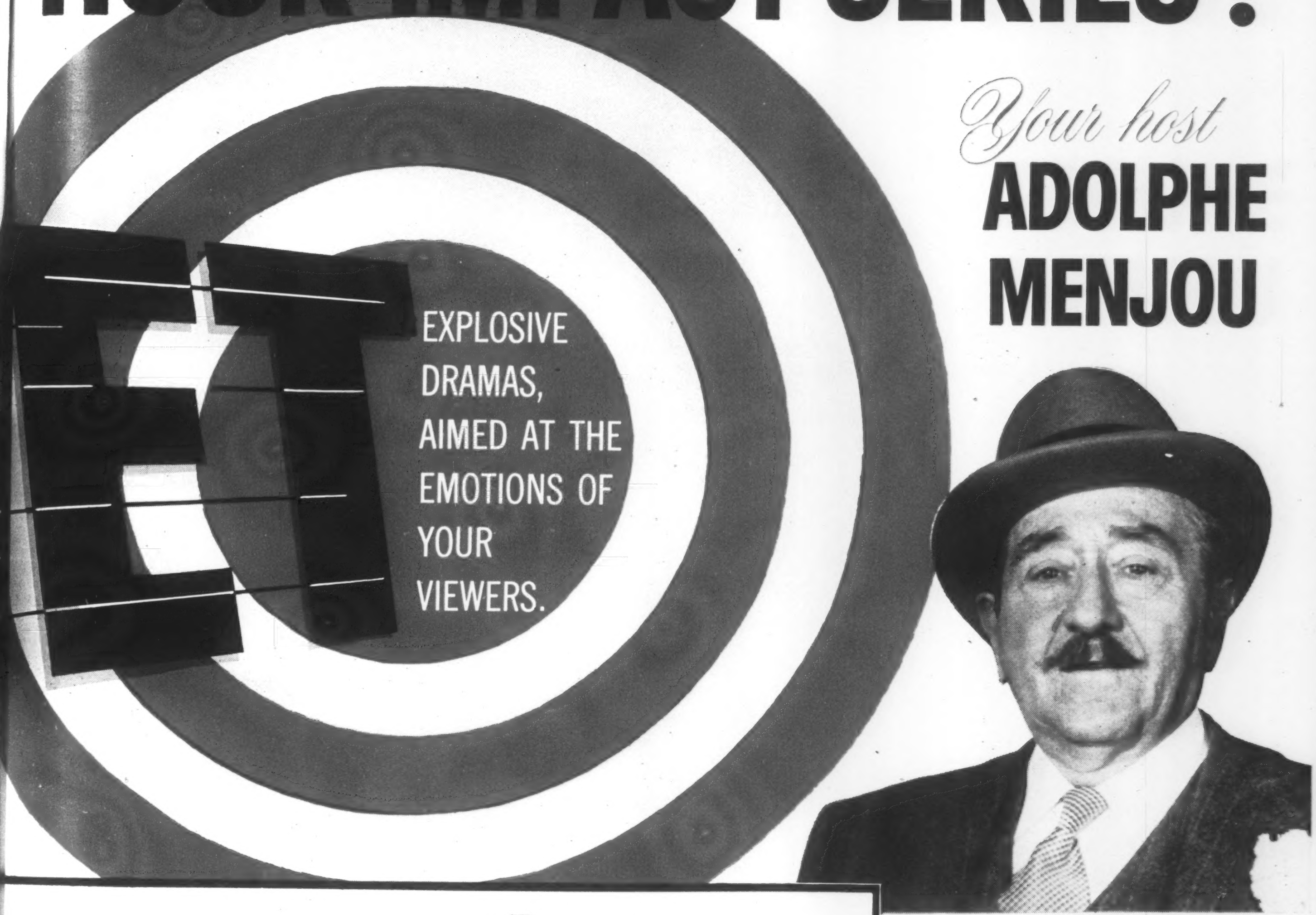


HOWARD DUFF and
MARIA RIVA star
in "Breaking Point"
on TARGET.

AC

LA

LF-HOUR IMPACT SERIES !



EXPLOSIVE DRAMAS, AIMED AT THE EMOTIONS OF YOUR VIEWERS.

Your host

ADOLPHE MENJOU

ACTION-ADVENTURE

MYSTERY

WESTERN

LAW ENFORCEMENT

TARGET IS ALL IMPACT!

Everything viewers look for in engrossing TV fare!

TARGET HAS THEM ALL!

ALREADY BOUGHT BY:

OLYMPIA BREWING
- San Francisco
- Los Angeles
- Tucson
- Honolulu
- Phoenix
- Portland, Ore
- Spokane
- Seattle
- Boise
- Las Vegas
- Bellingham
- Eugene
- Idaho Falls
- Santa Barbara
- Twin Falls
- San Diego
- Redding
- Eureka

DREWRYS BREWING
- Chicago
- Detroit
- Moline
- Indianapolis
- Grand Rapids
- Rock Island
- Terre Haute
- South Bend
- Davenport
- Kalamazoo
- Lansing
- Cadillac
- Marquette
- Bay City
- E Lansing
- Ft Wayne
- Cedar Rapids
- Toledo

ZIV *Television*

N. Y. PHILHARMONIC YOUNG PEOPLE'S SERIES

One should be thankful for the very few things Leonard Bernstein *cannot* do. As he told an interviewer: "It's impossible for me to say, 'Dear children, this is your Uncle Lennie speaking,' and then tell them about Brother Violin, Sister Viola, Cousin Bassoon, Uncle Contra-Bassoon and all that. . . ."

Such talking-down-our-noses was conspicuously missing during Mr. Bernstein's past two Saturday morning hour-long concerts to a Carnegie Hall-full of kids, "sponsored" by the New York Philharmonic Symphony Society and beamed via CBS-TV Jan. 25 and Feb. 1. (The remaining two telecast concerts are scheduled March 8 and April 19.)

During the first program, Mr. Bernstein tended to become overly infatuated with his own voice; the second time around, he let the orchestra do most of the "talking." The topic was in question form: "What makes American music sound American?" In the course of the hour that followed, Mr. Bernstein and friends ran through Gershwin, MacDowell, Gilbert, Schuman, Thomson, Sessions, Harris and Copland in hopes of providing an answer; in this they succeeded admirably if the occasional glimpses of the youthful and deeply engrossed audience was any gauge.

True to the prevalent style of "big time tv," Mr. Bernstein trundled out a "special guest star"—balding, mild-mannered Aaron Copland, who seemed to have a fine time conducting the third movement of his own Third Symphony.

Since he accepted the post of permanent conductor of the New York Philharmonic last year from retiring Dmitri Mitropoulos, many people have charged that "Lennie is stretching himself too thin." He not only conducts serious music, but writes it; he scores Broadway plays, Hollywood films, and as if this were not enough, he has slipped rather comfortably into the role of a tv pedagogue. His performance on Saturday mornings may lack the ease and smoothness and sophisticated wit of his frequent ABC-TV *Omnibus* stints, but why quibble? The fact is that CBS-TV and Mr. Bernstein are helping raise the nation's musical standards by appealing to the most important level—children.

Production costs: $35,000.

What Is American Music?, *sustaining on CBS-TV, Sat. Feb. 1, 1-2 p.m., live from Carnegie Hall, New York.*

Principals: Leonard Bernstein, Aaron Copland and the New York Philharmonic Orchestra.

Executive producer: Richard Lewine; producer: Roger Englander; director: Charles S. Dubin; writer: Leonard Bernstein; assoc. director: Ed Waglin.

SEE IT NOW

A remarkable historical document was put together between Feb. 7-13, 1957, on a small Florida key named Islamorada by *See It Now's* Ed Murrow, Fred Friendly and staff. The subject was Harry S. Truman, and

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

Feb. 11, 18 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

Feb. 13 (8:30-9:30 p.m.) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

NBC-TV

Feb. 10, 17 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

Feb. 11-14, 18, 19 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Feb. 11 (8-9 p.m.) *George Gobel-Eddie Fisher Show,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Feb. 12 (9-10 p.m.) *Bell System Science Series,* AT&T through N. W. Ayer.

Feb. 13 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

Feb. 13 (10-10:30 p.m.) *Lux Show* starring Rosemary Clooney, Lever Bros. through J. Walter Thompson.

Feb. 15 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Feb. 15 (10:30-11 p.m.) *Your Hit Parade,* American Tobacco through BBDO and Toni through North.

Feb. 16 (2-4 p.m.) *NBC Opera,* sustaining.

Feb. 16 (7-7:30 p.m.) *My Friend Flicka,* sustaining.

Feb. 16 (8-9 p.m.) *Steve Allen Show,* S. C. Johnson & Son through Needham, Louis & Brorby; Greyhound through Grey Adv., and U. S. Time Corp. through Peck Adv.

Feb. 16 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Feb. 18 (8-9 p.m.) *Jerry Lewis Show,* Oldsmobile through D. P. Brother.

Feb. 19 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

2 in 1
COVERAGE
in a Billion $ Market
WTVP

DECATUR
SPRINGFIELD
ORBITING CENTRAL ILLINOIS WITH GRADE A COVERAGE
DECATUR
SPRINGFIELD

Offering the Best of the Cinderella Network
abc PLUS STRONG LOCAL PROGRAMMING
featuring

DALE COLEMAN News Director

LOREN BOATMAN Weather

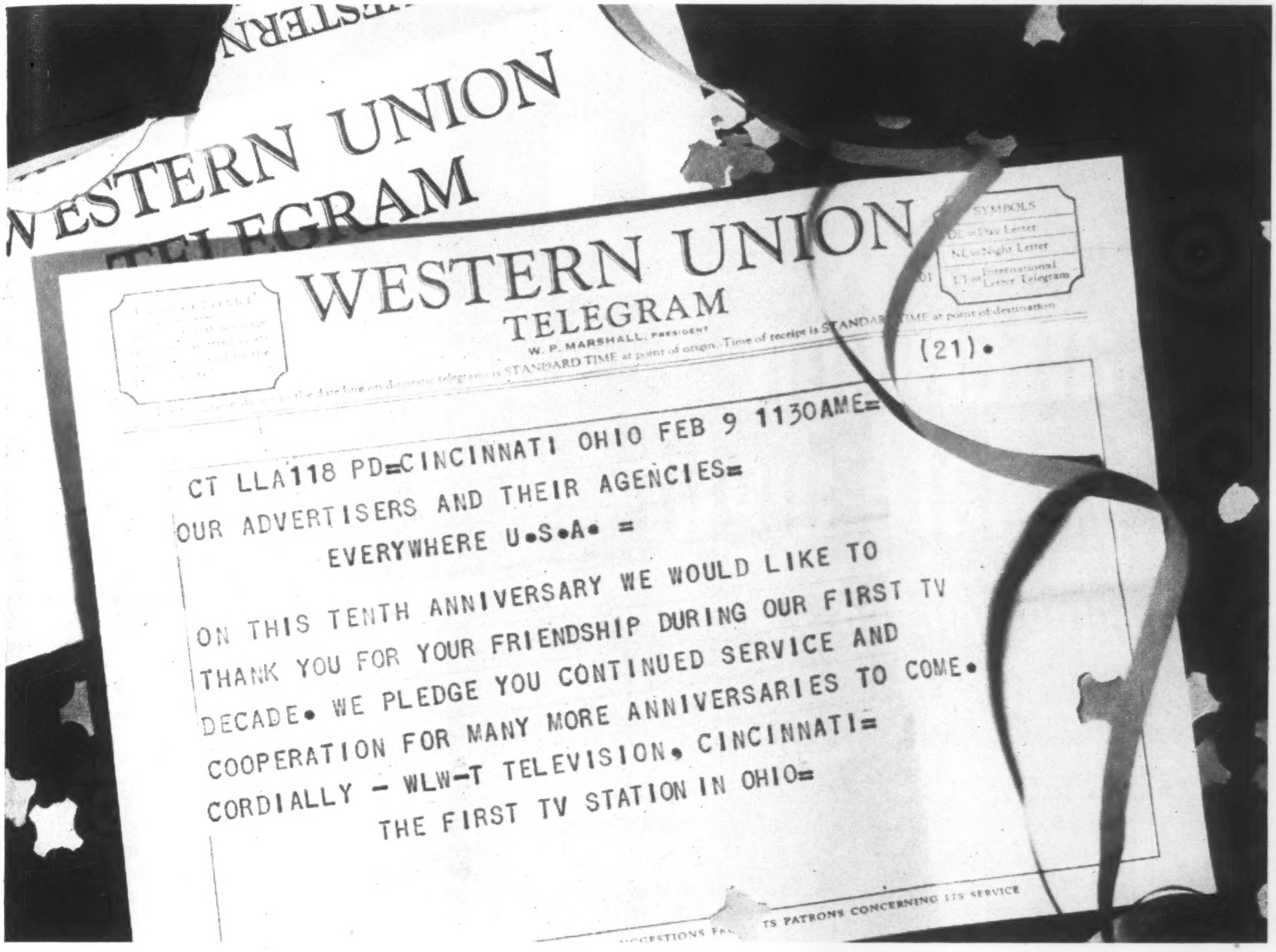
EARL HICKERSON Sports Director

Daily film of local happenings
ON THE AIR WITHIN ONE HOUR!

NUMBERED AMONG OUR CLIENTS Who Are Getting Results:

FORD, ZEST, GE, KOOL CIGARETTES, PONTIAC, CHEVROLET, PEPSI-COLA, P & G, SUNBEAM BREAD, LISTERINE, WESTINGHOUSE, ARRID, NORGE, HAZEL BISHOP, SWIFT, CHRYSLER, DUNCAN HINES, SCHLITZ, PHILCO, OLDSMOBILE, PEAK ANTIFREEZE, FOLGERS COFFEE

WTVP 213,000 WATTS
DECATUR, ILLINOIS
REPRESENTED BY GILL-PERNA, INC.



WESTERN UNION
TELEGRAM
W. P. MARSHALL, PRESIDENT

SYMBOLS
DL=Day Letter
NL=Night Letter
LT=International Letter Telegram

(21)•

CT LLA118 PD=CINCINNATI OHIO FEB 9 1130AME=
OUR ADVERTISERS AND THEIR AGENCIES=
EVERYWHERE U•S•A• =

ON THIS TENTH ANNIVERSARY WE WOULD LIKE TO
THANK YOU FOR YOUR FRIENDSHIP DURING OUR FIRST TV
DECADE• WE PLEDGE YOU CONTINUED SERVICE AND
COOPERATION FOR MANY MORE ANNIVERSARIES TO COME•
CORDIALLY - WLW-T TELEVISION, CINCINNATI=
THE FIRST TV STATION IN OHIO=

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Los Angeles, San Francisco, Detroit; Bomar Lowrance & Associates, Inc.: Atlanta, Dallas .... Crosley Broadcasting Corporation, a division of **Avco**

a new pattern
for variety in
afternoon
and late night
programming

AFTERNOON: *90 minutes of comedy: Monday through Friday. One time only rate, $60. No additional charge for live demonstrations.*

STU ERWIN	**1:00 p.m.**
BEULAH	**1:30 p.m.**
OUR MISS BROOKS	**2:00 p.m.**

LATE NIGHT: *a new live pattern for late night programming:*

Nightcap
live contemporary jazz, with Charlie Byrd.
Sunday, 11:25 p.m.—12:15 a.m.
one time only, flat, $80

Mystery Theater:
the cream of the whodunit movies.
Monday, 11:20 p.m.—conclusion
one time only, $60

Night Show:
tops in feature films.
Tuesday, 11:20 p.m.—conclusion
one time only, $60

Bowling
live Washington's top keglers compete.
Wed., 11:20 p.m.—12:20 a.m.
one time only, flat, $80

Town & Country Time
live country and western music with Elton Britt.
Thursday, 11:20 p.m.—12:20 a.m.
one time only, flat, $80

Promenade
live popular music and studio dancing party.
Friday, 11:20 p.m.—12:20 a.m.
one time only, flat, $80

wmal-tv abc
maximum power on channel 7 WASHINGTON, D.C.
AN *EVENING STAR* STATION | *for full availability information, check H-R Television, Inc.*

though this filmed "autobiography"—something akin to a tv exclusive—was designed for consumption after 1990, Murrow and Friendly felt that an hour-long "preview" might be warranted since "history may have already begun to reach some tentative conclusions concerning our 33rd President."

What followed the opening shot—of Mr. Murrow and Mr. Truman, in shadow, sitting on a pier jutting out into the ocean—was the kind of stuff historians dream of: unrehearsed, unvarnished commentary on an eight-year tenure in the White House, some undiplomatic talk about associates, both living and dead and footnotes to history by a man who shared in its making.

Mr. Truman was never one to pussyfoot. During the hour, he flatly denied ever having promised Dwight D. Eisenhower aid in seeking the Presidency, called the Missouri Waltz "as bad" a piece of music as The Star Spangled Banner, revealed that he had intended to return to the Senate after completing his term as Vice President, explained his falling-out with former Secretary of State James F. Byrnes by noting "that Jimmy had a superiority complex in reference to the junior Senator from Missouri," called Gen. Douglas MacArthur "the Pro-Consul in Asia which he considered himself" and quoted George C. Marshall as having told him at the time of the celebrated dismissal, "Mr. President, you ought to have fired him two years ago . . ."

Mr. Truman—politically—may have been and may still be anathema to a great many Americans; but regardless of party loyalties, the fact remains that Mr. Truman came through very well in this hour-long electronic biography. He not only illustrated an astounding faculty for recounting history—ancient and modern—but revealed himself to be no slouch as a wit and a dedicated man who regards the democratic system as something sacred. Describing a politician as "a public relations man who knows how to get along with people," HST termed the politico tag as "the most honorable title that can be given to a man," felt that statesmanship comes with death and not before.

As regards Mr. Murrow, he can truly be called a reporter's reporter. Not only did he know how to ask the right question, but also when to ask it, leading his subject ever so gracefully from one subject to the next. "From Precinct to President" ought to be mandatory viewing for both budding journalists and politicians.

Production costs: $25,000.

From Precinct to President: Some Reflections by Harry S. Truman, *sustaining on CBS-TV Sun., Feb. 2, 5-6 p.m.*

Producers: Edward R. Murrow and Fred W. Friendly; assoc. producer: Palmer Williams.

SEEN & HEARD

CBS-TV's *The Lucille Ball-Desi Arnaz Show* this season seems to be suffering from a case of too much time. The simple plots that made the half-hour *I Love Lucy* program so palatable to many viewers are too

CHARLOTTE IS A 2 Station MARKET!

JANUARY 5th ARB proves it!

WSOC-TV RATINGS GO UP!

6 p.m. to Midnight,
Sunday thru Friday,
Station Share of Sets-in-Use...

49.6, WSOC-TV
49.2, Sta. "B"

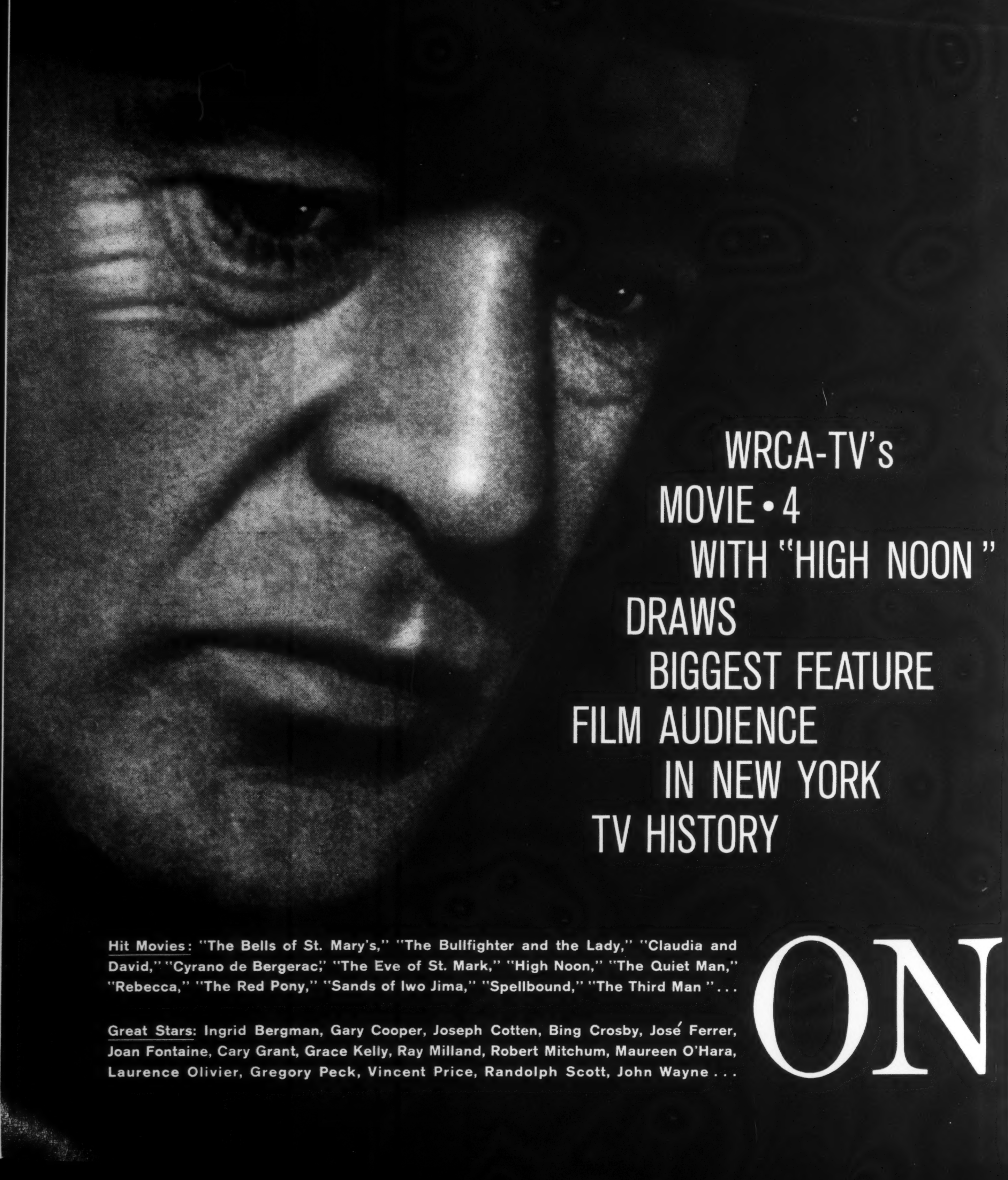
COMPARE THIS . . . IN TWO MONTHS

METROPOLITAN AREA SHARE OF SETS-IN-USE	NOVEMBER ARB	JANUARY ARB
Mon.-Fri.		
Sign on to Noon	23.9	32.8
Noon to 6 P.M.	36.6	37.8
6 P.M. to Midnight	44.8	49.8
Saturday		
Sign on to 6 P.M.	30.5	48.2
6 P.M. to 10 P.M.	52.1	50.8
10 P.M. to Midnight	21.3	29.2
Sunday		
Sign on to 6 P.M.	53.9	52.3
6 P.M. to 10 P.M.	47.4	47.1
10 P.M. to Midnight	45.0	54.4
Sunday through Saturday		
6 P.M. to 10 P.M.	47.8	51.0
10 P.M. to Midnight	34.7	41.1
6 P.M. to Midnight	45.0	48.9
Sign On—Sign Off	39.9	44.9

WSOC-TV has 12 of the first 25 shows

H-R REPS NATIONALLY & F-J ATLANTA WILL SHOW YOU THE REPORT

HOW HIGH



WRCA-TV's
MOVIE • 4
WITH "HIGH NOON"
DRAWS
BIGGEST FEATURE
FILM AUDIENCE
IN NEW YORK
TV HISTORY

Hit Movies: "The Bells of St. Mary's," "The Bullfighter and the Lady," "Claudia and David," "Cyrano de Bergerac," "The Eve of St. Mark," "High Noon," "The Quiet Man," "Rebecca," "The Red Pony," "Sands of Iwo Jima," "Spellbound," "The Third Man"...

Great Stars: Ingrid Bergman, Gary Cooper, Joseph Cotten, Bing Crosby, José Ferrer, Joan Fontaine, Cary Grant, Grace Kelly, Ray Milland, Robert Mitchum, Maureen O'Hara, Laurence Olivier, Gregory Peck, Vincent Price, Randolph Scott, John Wayne...

ON

THE "NOON"!

WRCA-TV's Movie • 4 showing of "High Noon" drew almost 4 million viewers — the largest audience in New York television history for a single showing of a feature film.

So great was its attraction that Movie • 4's "High Noon" gathered a larger audience than any other show — network or local — on any other station all month.

Consistent scheduling on Movie • 4 of new feature films like "High Noon," combined with creative live programming like the "Jack Paar Show," has enabled WRCA-TV to capture conclusively the late-night audiences in New York.

Look at a typical recent two-month period for added evidence of WRCA-TV's superiority: the major competition was showing post-'48 films only 24% of the time — while Movie • 4 presented new product at the rate of 62%.

Now Movie • 4 has insured continued dominance by signing up the post-'48 library of Republic Pictures — the *only* post-'48 movie package in New York, with many features which were released in 1956 and 1957.

Get *your* share of high ratings—at a low cost—with MOVIE • 4. Price? Package of eight 1-minute participating announcements per week—just $5,000.

Call WRCA-TV Sales, or your NBC Spot Sales representative, at CIrcle 7-8300, *today!*

SOURCE: New York ARB, January 1958

MOVIE • 4's success has helped spark audience increases throughout WRCA-TV's entire schedule.* Here's the picture of the top two stations for Jan., '57 versus Jan., '58:

	DAY	NIGHT	TOTAL WEEK
WRCA-TV	**+16%**	**+21%**	**+20%**
Station #2	**−8%**	**−13%**	**−11%**

Source: ARB

*For example, the Sunday "11th Hour News" achieved in January the highest rating in history for a local news show — a 40.4 with a 74.5% share of audience!

MOVIE * 4

WRCA-TV

NBC IN NEW YORK

Look, Ma!!!

No Ratings!!!

—Sets in use is all you need to know for the California-Oregon Trio — exclusive vhf coverage for nearly 100,000 tv families who can't be reached either by San Francisco or Portland.

SETS IN USE . . . SUMMERTIME

	KIEM-TV3 Eureka California	KBES-TV5 Medford Oregon	KOTI-TV2 Klamath Falls Oregon
SIGN-ON to 6:00 PM			
Mon-Fri	25.2%	23.8%	24.9%
Saturday	17.7	18.0	20.8
Sunday	16.7	23.3	23.1
6:00 PM to SIGN-OFF			
Monday	55.6	58.9	52.1
Tuesday	50.9	59.5	47.1
Wednesday	56.5	49.0	50.0
Thursday	55.7	52.3	54.7
Friday	57.6	48.9	47.9
Saturday	47.0	43.9	41.7
Sunday	53.3	43.8	39.4

Interviewing was done in each area under personal direction of Kenneth H. Baker, July 6 through August 6, 1957.

Three Markets—One Billing

KIEM ABC NBC — TV 3—Calif. Eureka
KBES ABC NBC — TV 5—Oregon Medford
KOTI ABC NBC — TV 2—Oregon Klamath Falls

MARKET FACTS

Population	356,330
Families	115,760
Tv Families	92,720
Retail Sales	$485,803,000
Consumer Spendable Income	$610,357,000

for CALIF.-ORE. TV TRIO
THE SMULLIN TV STATIONS
call Don Telford, Mgr.
Phone Eureka, Hillside 3-3123 TWX EK16

or ask BLAIR *Television* ASSOCIATES INC. national representatives

New York, Chicago, San Francisco, Seattle, Los Angeles, Dallas, Detroit, Jacksonville, St. Louis, Boston.

thin to sustain interest for a full hour. In the latest offering presented last Monday, Lucy won a race horse, tried to keep Ricky from knowing it, and finally rides it to victory (though the horse is eliminated because of a series of technicalities). The dialogue was often witty. The acting was uniformly excellent. But the plot was too skimpy to make the distance.

The battle of the filter trap has begun in earnest and may outdo in brashness the war of competitive speeds among the makers of aspirin, *buffered* aspirin and effervescent *non-buffered* aspirins. The newest Parliament tv spots prepared by Benton & Bowles claim Parliaments have 30,000—count 'em —30,000 nicotine and tar traps, giving this brand an advantage of 10,000 over Viceroys, longtime filter trap champion with 20,000. (In contrast, Pall Mall's current copy theme claims "you can light 'em at either end.") The next obvious step is towards an all-filter cigarette with half-inch tobacco end pieces.

BOOKS

TECHNIQUES OF MAGNETIC RECORDING, by Joel Tall, MacMillan Co., 60 Fifth Ave., New York, 472 pp., $7.95.

Mr. Tall's book contains a description of magnetic tape uses and techniques, a history of the field since 1900 and a description of Valdemar Paulsen's invention of magnetic recording. Mr. Tall is a CBS engineer and specialist in tape recording techniques, but he manages to cover his territory in layman's language.

Individual chapters by recording experts are devoted to the use of the art in such areas as medicine, education, public entertainment and advertising. Techniques such as erasing, maintenance, editing, re-recording and copying are explained. A chapter on recording sound in nature was written by Dr. Peter Paul Kellogg of Cornell U.; the foreword by CBS's Edward R. Murrow.

SPARKS OFF MY ANVIL: FROM THIRTY YEARS IN ADVERTISING, by James R. Adams. Harper & Bros., 49 E. 33rd St., New York. 171 pp., $3.

James R. Adams, co-founder of MacManus, John & Adams, was an admirer of the late H. L. Mencken. The contents of this slim volume—a numbered collection of miscellaneous thoughts on advertising and media—bear a resemblance to Mencken's *A Minority of One*. With one exception, of course: Jim Adams never gets mad.

Mr. Adams died in the fall of 1956 before completing his book. However, he had sufficiently progressed in the writing to warrant completion of the anthology by his son, Charles F. Adams, vice president and MJ&A account supervisor on Cadillac. For those who like their advertising philosophy pithy, sweet and to the point, Jim Adams' observations and reflections on a lifetime of work are well worth reading.

For The Record

EDITOR:

I have read the article in the Jan. 27 issue of BROADCASTING ("Barter Bout Fought in RTES Arena") with considerable interest.

I must, however, ask for a correction on what is either your statement or Mr. Headley's statement concerning my previous remarks regarding barter tv spots for film. I have never made any such statement.

If you wish to set the record straight, what I did say in addressing the Television Film Council was: "Barter tv spots for film will be with us just as long as there is good film product available, and the station would rather barter time than pay cash. This applies just as well to network affiliated stations in big markets as it does to unaffiliated stations in smaller markets."

Edward D. Madden
President
Keyes, Madden & Jones Adv.
(New York office)

[EDITOR'S NOTE: This magazine correctly quoted Mr. Headley who correctly quoted a misquotation of Mr. Madden in another trade publication.]

Story Completed

EDITOR:

The story [AT DEADLINE, Jan. 20] concerning the proposed sale of WGGG to Harry R. Playford and Ed C. Wright is correct. However, some embarrassment has come to me since the story is not complete. You see, I'm retaining 25% of the common stock and will remain in Gainesville as president and general manager of WGGG.

T. K. Cassel
WGGG Gainesville, Fla.

All Questions Answered

EDITOR:

In your Jan. 13 issue you have a picture of an aircraft carrier that has apparently been hit and damaged. I wonder if you might identify the scene and the carrier for me.

Jerome J. Shestack
Schnader, Harrison, Segal & Lewis
Philadelphia

[EDITOR'S NOTE: For reader Shestack and others interested in naval history, BROADCASTING'S picture (above) depicts the *U.S.S. Franklin* in action off Okinawa in March 1945. The *Franklin* had just been bombed by a lone Japanese plane. Helmeted crew members at left are aboard the cruiser *U.S.S. Santa Fe,* which had pulled alongside to render assistance. Although crippled, the *Franklin* did not sink. NBC Television Films, which supplied and identified the picture, further relates that the ship was returned to the U.S. and eventually scrapped at Bayonne, N. J. BROADCASTING ran the picture in connection with its story on the long-lived *Victory at Sea* series distributed by the NBC film arm.]

WNBC • 30 STARTS ANOTHER YEAR ON TOP

On February 13th, WNBC • 30 celebrates its fifth anniversary as Connecticut's *leadership* station—the second-oldest TV station in the state, and the first UHF in New England.

From Winsted to Willimantic, from Springfield, Mass. to Long Island Sound, the people of the great Connecticut Valley know WNBC • 30 as *their* station.... *They like its programming leadership.* WNBC • 30 is NBC-TV in Connecticut, featuring the complete lineup of great NBC network shows, plus an outstanding local schedule.... *They applaud its news leadership.* The first station in the state with its own remote equipment, WNBC • 30 specializes in live local coverage, consistently schedules more local newsreel film than any other Connecticut station.... *They respond to its public service leadership.* Among WNBC • 30's achievements: highly successful educational TV workshops, benefit telethons, public service spectaculars.

Looking ahead, WNBC • 30 pledges that it will continue to strive in the future, as it has in the past, to deserve its proud reputation as Connecticut's *leadership* station.

WNBC 30 NBC LEADERSHIP STATION IN HARTFORD-NEW BRITAIN • SOLD BY NBC SPOT SALES

IT WAS NOTHING

We're a modest lot. But, we think, justifiably proud. You see, the November ARB in the Cedar Rapids-Waterloo area put KCRG-TV (that's us) in the lead. During TV watching time in Iowa, 4 to 10 pm daily:

KCRG-TV	90 Quarter hour firsts
Station B	67 Quarter hour firsts
Station C	13 Quarter hour firsts

KCRG-TV has always been a good buy – substantial viewers at very low cost per thousand. But now, KCRG-TV is *the* buy in Eastern Iowa. Higher ratings than ever – still the same low rates.

KCRG-TV
CEDAR RAPIDS • WATERLOO
ABC-TV CHANNEL 9 REPRESENTED BY: WEED TELEVISION

IN PUBLIC INTEREST

SEAL APPEAL • The National Society for Crippled Children & Adults has over 12 big name shows in its *1958 Teleparade of Stars* produced at CBS' Tv City, Hollywood. The film was made for the society's Easter seal appeal and is available to stations for showing between March and April 6.

DISCS FOR DIMES • WSLB Ogdensburg, N. Y., set a goal of $1,400, the same number as its assigned frequency, to raise for the March of Dimes on Jan. 25-26. The "Discs for Dimes" marathon, with d.j.s Nick Charles, Dave Claxton and Phyllis Fuller setting the pace, ran from 7 p.m. Saturday to 8 p.m. Sunday. For the next five hours a live talent show, emceed by WSLB general manager Thomas Leighton, was held at a local hall. Listeners in the St. Lawrence Valley and nearby Canada contributed a total of $1,448.

DOZENS OF DONORS • WNOE New Orleans flashed a bulletin calling for blood donors to save a seven-year-old boy, a leukemia victim who had suffered a hemorrhage at Charity Hospital Jan. 23. When a marine private called from Keesler Air Force Base in Biloxi, Miss., it was arranged for 12 in his squadron to be flown in by a Louisiana Air National Guard C-47 transport. WNOE News Director Bob Adams went with the plane to Biloxi and broadcast an emergency report from Keesler Operations Control Center before returning to New Orleans. At the hospital the airmen were met by 64 soldiers from Camp Johnson where they had heard the bulletins. The boy survived and the marines and soldiers made him an honorary member of their companies.

"MARCH-A-THON" • KHUZ and KBBB, both Borger, Tex., combined facilities Jan. 25 and collected $2,400 in 10 hours for the March of Dimes. Promotion for the event included a front page newspaper spread, a banner across Main Street and announcements on both stations. The program originated from the showroom of a local public service company, beginning with a proclamation of "March-a-Thon Day" by the mayor. Downtown crowds were entertained by stunts, including a peanut race between the mayor and a businessman. An afternoon talent show was highlighted by a call from recording artist Tommy Sands. Collections were made by the National Guard, motorcycle and "hot rod" clubs and the two station's mobile units.

AUCTION FOR POLIO • WPBN-TV Traverse City, Mich., held its fourth annual polio auction Jan. 29-30. During the four-hour telethon viewers purchased 78 items of merchandise for a total of $4,890. The reward for one donor was to throw a pie in the face of a brave volunteer for the stunt. One of the members of the WPBN staff auctioned half of his mustache for $50.

'DIMES' TELETHON • WISN-TV Milwaukee staged an 18½-hour telethon Jan. 19-20 that raised $77,000 in pledges for the March of Dimes. Serving as m.c.s for the parade of talent in the new WISN Broadcast Center were Fred Vant Hull, KMGM-TV Minneapolis; Herb Oscar Andeson, ABN; and Charlie Hanson, WISN.

Advertisement

T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET
CHICAGO: 16 EAST ONTARIO STREET

Old Vienna
LAGER BEER
O'Keefe
Old Vienna

O'Keefe's Old Vienna Lager Beer proves once again that nothing hits home as hard as a homey situation—like a busy young couple enjoying O'Keefe's Old Vienna as they prepare for company . . . or the guests themselves at the party. Good casting, a pleasing pace—with plenty of product identification—make an excellent case for directness and simplicity in this series of 60-, 20- and 8-second commercials. Produced by SARRA for O'KEEFE BREWING COMPANY LIMITED, through COMSTOCK & COMPANY.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Michigan
Lactose

This series of commercials sells bread for a regional company—in a big way! A jingle and an animated baker are used to focus attention on shots of the product in use and the benefits of Lactose. Here skillful photography makes arresting viewing out of something as uncomplicated as a child eating a piece of bread . . . a man walking with extra spring in his step. Lively, convincing, and produced by SARRA for MICHIGAN BREAD, MICHIGAN BAKERIES, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Ciltone Paint is sold in French and English versions in 60- and 20-second spots that are as fresh as a wall newly painted with Ciltone. A snowy mountain peak sets the scene for one series; a lovely woman picking flowers establishes the "freshness" theme for another. In each, SARRA's adroit handling points up the product as a logical part of the action. Produced by SARRA for CANADIAN INDUSTRIES LIMITED, through NEEDHAM, LOUIS AND BRORBY, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

It's quite a stunt to slice off the top of a man's head and make it funny! SARRA does it with trick photography and Arnold Stang's head and histrionics. In a series of 60-second and 20-second live action commercials for Scripto Pens, Stang "talks off the top of his head" while the announcer's hands demonstrate "coloressence" and other features of the product. A technical feat produced by SARRA for SCRIPTO, INC. through DONAHUE & COE, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

UPCOMING

February

Feb. 10-12: American Management Assn., annual marketing conference, Hotel Statler, New York.

Feb. 11: Voice of Democracy Awards Luncheon, Willard Hotel, Washington.

Feb. 13-15: 11th annual Western Radio and Tv Conference, Bellevue Hotel, San Francisco.

Feb. 15: Arizona Broadcasters Assn., Hi-Way House, Phoenix.

Feb. 15-17: Western Assn. of Broadcasters (Engineers), The MacDonald, Edmonton, Alta.

Feb. 18-19: NAB, conference of state association presidents, Washington.

Feb. 19-21: Annual convention, Continental Advertising Agency Network, Hotel Warwick, Philadelphia.

Feb. 20-21: British Columbia Assn. of Broadcasters, Hotel Vancouver, Vancouver, B. C.

Feb. 22: UP Broadcasters Assn. of Connecticut, Hotel Burritt, New Britain.

Feb. 24-25: American Bar Assn. House of Delegates, mid-year meeting, Atlanta Biltmore Hotel, Atlanta.

Feb. 27: NAB Employer-Employe Relations Committee, NAB Hdqrs., Washington.

Feb. 28-March 1: Daytime Broadcasters Assn., St. Charles Hotel, New Orleans.

March

March 3-4: Southwestern Assn. of Program Directors for Tv, KVOO-TV studios, Tulsa.

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.

April

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: Spring Technical Conference on Television and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma AP Radio Broadacsters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 27-May 1: NAB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Television Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 8-11: Advertising Federation of America, national convention, Statler-Hilton Hotel, Dallas.

June 9-11: Spring meeting, Assn. of National Advertisers, Drake Hotel, Chicago.

June 19-21: Maryland-D. C. Radio & Tv Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

June 22-26: Advertising Assn. of the West, annual convention, Vancouver, B. C.

August

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles, Calif.

September

Sept. 21-24: L'Assn. Canadienne de la Radio et de la Television de Langue Francaise, Alpine Inn, Ste. Marguerite, Que.

October

Oct. 5-7: Central Canada Broadcasters Assn. Alpine Inn, Ste. Marguerite, Que.

Oct. 28-29: Central Canada Broadcasters Assn. Westbury Hotel, Toronto, Ont.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

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TELECASTING

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*Reg. U. S. Patent Office

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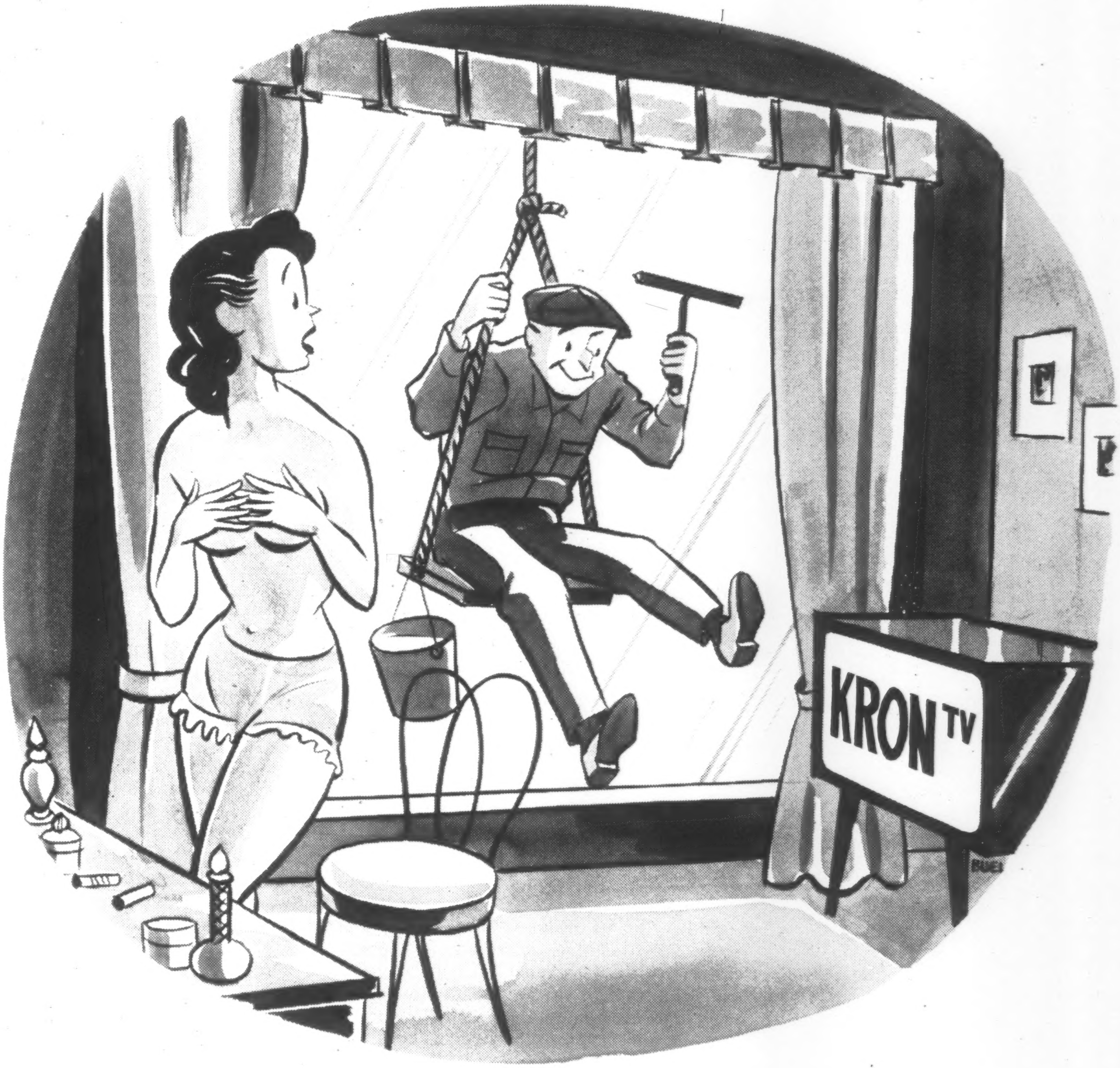
KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON is No. 1 in SF
Sign-on to sign-off share

KRON-TV	39.1
Sta. B.	35.4
Sta. C.	26.4

ARB, Jan. '58

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

EVERY HOUR

Southern California Plays KBIG'S "MYSTERY SOUND" Game

EVEN IN THE SPUTNIK AGE the copybook maxim holds... *to move goods, you must first move people.*

KBIG'S "MYSTERY SOUND" contests are moving Southern California radio listeners by the thousands this winter.

43,944 SUBMITTED ENTRIES in the first nine contests (October-December) based on handcuffs clicking, a stick rubbed along a fence, a rock crusher crushing, Angel's Flight funicular railway funicularing, and a camel saying whatever it is camels say.

"MYSTERY SOUND" GIVES A light lift to all, plus prizes to the first fifteen correct answerers (vacation trips, appliances, perfume, dining and dancing at glamor spots).

LIKE ALL KBIG ADULT-appeal programming of memory music and "just enough" news, "Mystery Sound" is low-pressure, easy-going, friendly—and fun. BUT... like KBIG commercials, it moves Southern California to action!

Your KBIG or Weed contact would like to show you a new geographical mail breakdown based on contest mail.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd,. Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Mark Goodson and William Seldon Todman

A mutual love for frenzy, profound respect for the dollar, shrewd salesmanship and unshakable faith in "mass viewership" have brought Mark Goodson and Bill Todman a long way from a night in June 1946, when they "invested" $15 in a radio network show audition for *Winner Take All,* their first joint package. The Goodson-Todman Productions' annual gross today is close to $2 million.

Pessimistic, restless, Mr. Goodson, acknowledging he and partner Todman may have earned their share of "upper brow contempt" for exposing Americans to such rhyming works as *The Name's the Same* or *Rate Your Mate,* offers this moral justification: "We're not in the uplift business. . . . We're in tv to make money."

Lanky, quick talking and optimistic Bill Todman notes, "Our detractors keep telling us how amazingly easy it is to think of new gimmicks. Well then, how come networks or advertisers keep returning to us?"

They come because G-T has produced so many top-rated "mass audience" programs that both are hard-pressed to recall them all. Now on the air are: *What's My Line?, I've Got a Secret, To Tell the Truth, The Price Is Right,* and *Beat the Clock;* off the air: *The Name's the Same, Two for the Money, It's News to Me, Winner Take All, Stop the Music, Hit the Jackpot* and the flops, among them, *By Popular Demand, Spin to Win,* and the aforementioned *Mate.*

Though best known for tv panel or quiz shows, the G-T stamp also can be found on *The Web, The Adventures of Philip Marlowe* and *The Quill and the Gun.* The last two are as yet unsold but pilots are being shown to agencies.

A newer source of revenue for Messrs. Goodson and Todman is their joint 50% ownership of the *Pawtucket* (R. I.) *Times*—an investment made late last year that might "eventually be extended into station ownership."

Their Manhattan "workshop" occupies several floors of cluttered executive suites and cubicles. A Goodson-Todman associate—one of 90—declares, "This kind of work isn't for the sane or sober."

Mark (no middle name) Goodson, born in Sacramento on Jan. 24, 1915, and graduated with Phi Beta Kappa honors from the U. of California (1937), gave up a possible legal career in favor of local radio. After "interning" at KFRC San Francisco, he arrived in New York in time to sell hot dogs at the 1939 World's Fair, met Ralph Edwards, and decided that success lay the way of the parlor game. Bill Todman, born in New York on July 31, 1916, finished Johns Hopkins U. in 1938 but felt a doctor's life was not for him; returning to New York, he joined Green & Brodie Adv. as head of that agency's nonexistent radio department at $30 a week.

The two met in late 1941 when Mr. Goodson had become a local free-lance announcer and Mr. Todman an agency radio director. The show was *The Battle of the Boroughs* on WABC New York (now WCBS), the advertiser Noxzema Chemical Co. and the agency Ruthrauff & Ryan. While the proposition was simple—Mr. Todman would try to sell Mr. Goodson's ideas as fast as they could be turned out—the execution was harder. In 1942, for instance, when G-T attempted to sell CBS Radio on *Winner Take All,* their presentation was dismissed with the brusque note, "We might as well dramatize a poker game." Ironically, *Winner* opened the door to G-T's future when CBS bought the show four years later after hearing the $15 audition ($5 for the acetate, $5 for ham and eggs fed the "cast" of G-T friends who sat in as the contestants, and $5 for the engineer; the studio was "borrowed").

But until 1946 each went his own way. Mr. Goodson soon became a $15,000 a year announcer, while Mr. Todman shot up into the five-figure bracket as a writer-director. (Mr. Goodson during the war came down with a case of mike fright, made a beeline for the director's booth—and has been there ever since).

After selling *Winner Take All* to CBS (which later transferred the show to tv) Goodson and Todman teamed up with orchestra leader Harry Salter and Biow Adv. copywriter Howard Connell (now a Foote, Cone & Belding executive) and conceived, packaged and sold *Stop the Music* to ABC. The rest is history.

Perfectionists both, they won't allow a program to go on the air (or even to be seen by an agency) until they have convinced themselves it "runs, rolls, swims, floats—what-have-you." For example, *What's My Line?* was held up eight hours until they decided it was a better title than *What's Your Line?*

Mr. Goodson's only extra-curricular activity is the New York chapter of Academy of Tv Arts and Sciences, which he heads. He resides on Manhattan's Park Avenue with his second wife, the former Virginia McDavid, and his two children by a former marriage, 15-year-old Jill and 12-year-old Jonathan. Partner Todman recently moved to Scarsdale, N.Y., with his family, the former Frances Burson, whom he married in 1950, and their two children, Lisa Susan, 5, and William Seldon Jr., 20 months. Unlike his partner, Bill Todman can be found outdoors on weekends.

IN THE PUBLIC SERVICE OF GREATER DETROIT*

FIGHT POLIO
JOIN THE MARCH OF DIMES WISHING WELL
Join MARCH OF DIMES
Get Your POLIO SHOTS NOW and PLAY SAFE

GRINNELL'S Welcomes WKMH and the MARCH of DIMES BENEFIT Broadcasts
All This Week 9 A.M. to 7 P.M.

That crippled kids may walk again

WKMH

MAKES WISHES COME TRUE

**Sixth in a series of ads showing how WKMH serves the Michigan public in Greater Detroit*

Charlie Gehringer, former Detroit Tiger baseball great and now Regional Chairman for the *March of Dimes*, sparks a personal appearance with Detroit's Mayor Miriani and J. J. Wainger, president of Grinnell's, in the window of Grinnell's downtown store. The Benefit Broadcast was m.c.-ed by WKMH's Robin Seymour of "Bobbin' with Robin" fame . . . stopped Woodward Avenue crowds and helped fill the coffers of the March of Dimes Wishing Well. It is the latest in a long series of WKMH public service programs that have aided the fund-raising campaigns of many worthwhile civic causes. In these activities—as in many other areas involving the public interest—WKMH stands in the forefront.

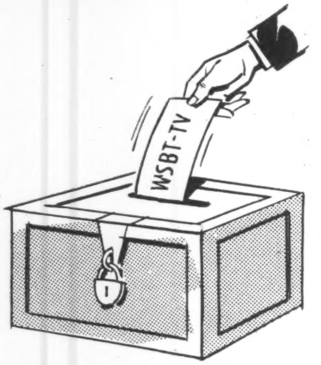
WKMH
DETROIT • DEARBORN
John Carroll, Managing Director

RADIO HUB OF THE MOTOR CITY

KNORR BROADCASTING CORP. FRED A. KNORR, PRES.
Represented by HEADLEY REED

WSBT-TV SOUTH BEND, INDIANA'S DOMINANT STATION
PRIMARY COVERAGE—
650,000 TV VIEWERS IN
PROSPEROUS MICHIANA*

WSBT-TV
WINS BY
A LANDSLIDE!



You can reach only one conclusion when you study A.R.B., Pulse, Hooper and other rating reports: People here have an overwhelming preference for WSBT-TV! No other area station comes close to WSBT-TV in the number of top-rated shows carried. Chicago and Michigan stations aren't even in the running.
There's more to this market than meets the eye. The 14 counties in WSBT-TV's primary coverage area account for annual sales of $974,611,000—.5063% of the Nation's total!
Ask your Raymer man for the details or write to this station.

14 counties in Northern Indiana and Southern Michigan. Set count, 180,570—3.6 persons per family.

WSBT-TV SOUTH BEND, IND. CHANNEL 22
CBS... A CBS BASIC OPTIONAL STATION
ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

AWARDS

Kevin Sweeney, president of Radio Adv. Bureau, will receive Hollywood Ad Club's annual "Encore" award. He will be presented with it when he addresses club's luncheon meeting Feb. 17.

Marshall Wells, WJR Detroit farm director received citation for "distinguished service to Michigan agriculture" at annual Farmer's Week program at Michigan State U.

Ed Sullivan, CBS-TV personality, received first television award from women's division of American Friends of Hebrew U., N. Y.

NBC'S "Know Your Schools" project has been praised as "an outstanding public service" by Rep. Graham A. Barden (D-N.C.), chairman of House Committee on Education and Labor. He cited project in *Congressional Record* and said "the energies of 'Know Your Schools' went toward awakening greater citizen interest on the community level."

ABC-TV's *Bold Journey* (Mon. 8:30-9 p.m.) has been cited for its "contributions to education and international understanding" by People-to-People Foundation. Commendation was made on *Bold Journey Goes to School,* special telecast report [PROGRAMS & PROMOTIONS, Jan. 27] on which network told story of *Bold Journey* series and its use as teaching medium.

Ziv Television Programs cited by Secretary of Navy with Certificate of Merit for its *Men of Annapolis* series because of its "outstanding service in the fields of public information, morale and recruiting."

WFIL-TV Philadelphia's *University of the Air* honored by American College Public Relations Assn., Middle Atlantic District, for "outstanding public service performed by commercial tv station in the field of higher learning."

WGN-AM-TV Chicago has received Secretary of Army's special Certificate of Achievement for "sustained, outstanding services" to Army.

KYW Cleveland cited by local Diabetes Assn. for its "outstanding cooperation" in drive for funds. Association said "that the fund drives went over its goal is directly traceable" to station, and credited KYW with "almost half of the $40,000 collected."

WQAM Miami and **Jerry Wichner,** WQAM personality, presented with newly-created Police Athletic League public service award by local PAL organization. Station and Mr. Wichner have helped association raise funds.

WSAR Fall River, Mass., has received "National Defense Reserve Award."

American Heart Assn. has announced opening of sixth annual competition for Howard W. Blakeslee Awards for outstanding reporting in field of heart and blood vessel diseases. Selections will be made from radio and television programs as well as newspapers, magazines and books produced or published between March 1, 1957, and Feb. 28, 1958.

EXPERIENCE

Behind the brow of the pilot, knowledge won through years of experience . . . skill born of doing.

In our business, too, 12 years experience have given us a background that makes the time buyer's job easier . . . lessens the chance of costly errors.

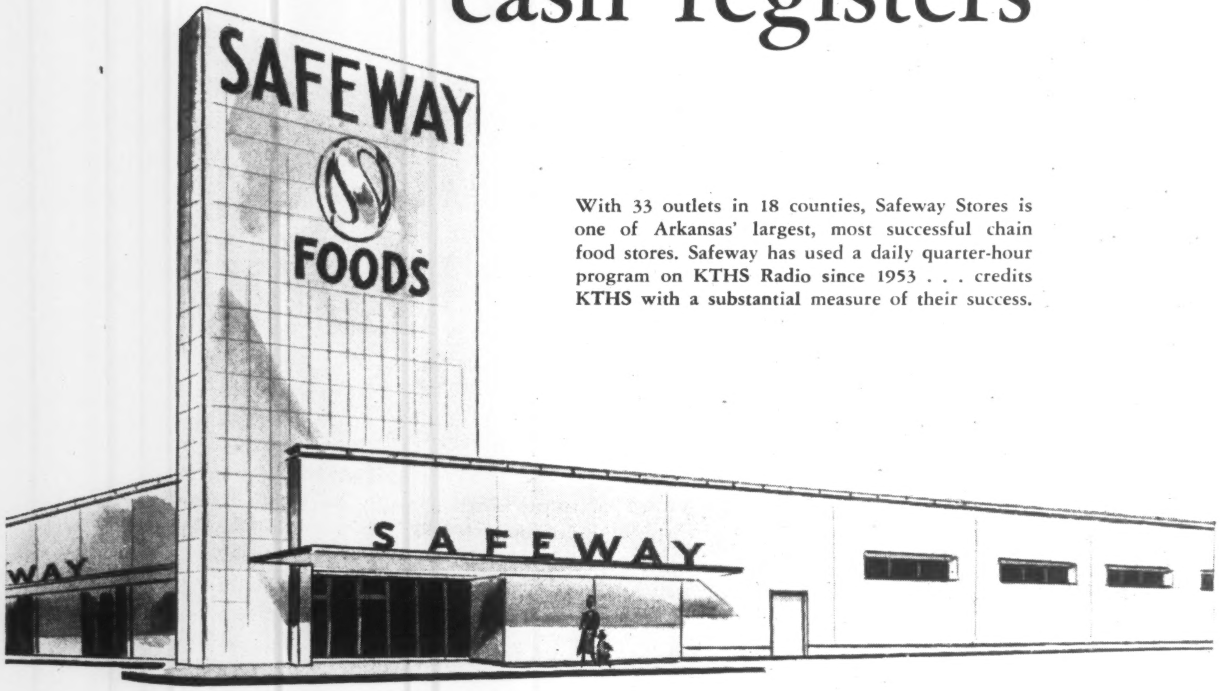
Such experience must be earned. And there's no substitute for it.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

KTHS
sells
nearly All
of Arkansas!

KTHS pays off at Safeway's cash registers



With 33 outlets in 18 counties, Safeway Stores is one of Arkansas' largest, most successful chain food stores. Safeway has used a daily quarter-hour program on KTHS Radio since 1953 . . . credits KTHS with a substantial measure of their success.

Retail food selling is about as competitive as anything you can think of, because budget-conscious housewives have developed comparative shopping into a very fine art . . .

To back up their newspaper display advertising they have long relied on institutional advertising on KTHS Radio with a 15-minute morning program 5 days a week.

Their KTHS advertising has been of immeasurable value in promoting the Safeway name, and has paid off where it really counts—at the checkers' cash registers.

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KTHS . . . LITTLE ROCK

50,000 WATTS

REPRESENTED BY THE HENRY I. CHRISTAL CO., INC.
Henry Clay, *Executive Vice President*
Fred Watkins, *General Manager*

CBS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 6 FEBRUARY 10, 1958

HILL ACTION SLAMS BRAKE ON TOLL TV

• Harris committee tells FCC to hold off on approving tests
• Guess on the freeze's duration: until late summer or fall

The House Commerce Committee put pay tv back on the shelf last week—at least temporarily.

The committee told the FCC in a "sense of the committee" resolution to stay any Commission action on pay tests until such time as Congress decides the agency has or should have the legal power to conduct such tests. Last Thursday's resolution reflected the committee's awareness of the FCC's March 1 target date for accepting applications for three-year pay-tv trials. It would have been impossible to expect legislative action on pending toll-tv measures in the limited time remaining, according to Commerce Committee Chairman Oren Harris (D-Ark.).

The resolution does not "close the door" permanently on subscription television, Rep. Harris emphasized, but merely requests a delay until the matter can be more thoroughly analyzed. The timetable on any further congressional look into pay tv points to late summer or early fall, it was stated.

FCC Chairman John C. Doerfer declined immediate comment following adoption of the resolution. Mr. Doerfer said that upon receipt of the resolution it will be submitted to the full Commission, which will then decide on how to proceed.

The resolution was dispatched immediately to the FCC with Rep. Harris anticipating an answer "within a reasonable time." He said he expects the Commission to comply with the committee's request, pointing out that the Commission previously had indicated willingness to honor Capitol Hill guidance. Asked about the possibility that the Commission might not accept the wish of the committee, Rep. Harris commented, "We will cross that bridge when we come to it."

Commenting on the need for a closer committee look at pay tv, Rep. Harris stated that wire tv and the Bartlesville, Okla., Telemovie operation are among the many facets the committee plans to examine.

This method, which does not utilize broadcast channels, was much discussed during the two weeks of subscription television hearings before the Commerce Committee last month [GOVERNMENT, Feb. 3; LEAD STORY, Jan. 27].

In a related action last week on the other side of Congress, Senate Commerce Committee Chairman Warren D. Magnuson (D-Wash.) said that his committee on Feb. 19 would consider a pending resolution that the sense of the Senate be expressed as condemning toll tv trials. The resolution, introduced a fortnight ago by Sen. Strom Thurmond (D-S.C.) and six other senators, had been shunted to the subcommittee on communications under Sen. John O. Pastore (D-R.I.) with instructions that hearings be held. The subcommittee last week, however, returned the resolution to the parent committee without recommendation.

While the House Commerce Committee's action was generally acclaimed by toll tv opponents, some observers speculated that the more staunch antagonists of pay tv on the committee suffered a setback at the closed-door sessions. It's understood that this faction had tried unsuccessfully for a more drastic action against subscription tv.

REP. OREN HARRIS, *whose House Commerce Committee last week told the FCC to hold off on pay tv tests until it gets the word from Congress, has been hearing from the public. He's shown here with some of the thousands of letters which flooded his office since the start of the subscription hearings.*

Though Chairman Harris later announced that the resolution had been carried by a voice vote overwhelmingly in favor of it, he admitted there were some committee members who wanted "to prohibit it [pay tv] outright." Rep. Harris declined to divulge the exact vote.

From other sources it was indicated that it was a 17-7 decision with nine members absent at the time of voting. Speculation also extended to the meaning of this vote. Though it could not be confirmed, it was conjectured that an undetermined number of the seven votes against the committee resolution came from those seeking stronger committee action, though against subscription tv *per se.*

Among those believed to have plumped hardest for a stronger committee action, though their ultimate Thursday voting was not known, were Reps. John V. Beamer (R-Ind.), William L. Springer (R-Ill.), Bruce Alger (R-Tex.), Peter F. Mack Jr. (D-Ill.) and John D. Dingell (D-Mich.).

Three or four amendments to the resolution were accepted during committee discussions before it was adopted in its final form.

Industry pay tv proponents last Thursday unhesitatingly announced that the House Committee's action would not deter them.

International Telemeter Corp. said the congressional development would have no effect on its plans—"We will continue the same as we have in the past." Telemeter explained that the company, a subsidiary of Paramount Pictures Corp., has been ready to go either way, closed-circuit or "over the air," and that it has not deviated from this position. The company said it will continue on the basis of its present closed-circuit wired system which it considers "basic" as a toll tv method.

Arthur Levey, president of Skiatron Electronics & Television Corp., declared, "Television networks and motion picture house owners, working through a powerful nationwide lobby in their efforts to prevent Americans from having the right to spend their own money on entertainment of their choice in their own homes, made only a momentary and minor gain today."

He expressed "complete confidence" that when members of Congress "understand the full implications of the tv network-movie lobby on this issue . . . they will favor permitting the public to be the judge."

Mr. Levey pointed out that in the meantime Skiatron was moving forward with its "low-cost wire system." The Los Angeles city council has granted a 21-year franchise to Skiatron Tv Inc. and other communities are considering like applications for Skiatron wire systems, he said. The House Commerce Committee action has no application to this phase of Skiatron operations, he added.

The list of congressional bills against pay tv has grown from 12 to 19. Measures making it illegal to charge fees to view tv in private homes have been introduced by Rep. Robert W. Hemphill (D-S. C.), (HR 10386); by Sen. Edward J. Thye (R-Minn.), (S 3201), and by Rep. James H. Morrison (D-La.), (HR 10544).

Two bills came last Thursday from Rep. Dingell. One (HR 10536) seeks to amend the Communications Act specifically to prohibit authority to broadcast toll tv programs. The other (HR 10537) would clarify existing law by stipulating that the proposed trial pay tv operations could not continue beyond March 1, 1961; that after that date no license could engage in either trial or regular subscription tv operations unless prior to that date the Communications Act has been amended to give the FCC toll tv authorization powers.

PAY TV SENSE

Here's how the House Commerce Committee made its point to the FCC last week:

"RESOLVED: It is the sense of this committee that the public interests would not be served by the granting of authorizations for subscription television operations as contemplated by the FCC in its First Report adopted Oct. 17, 1957 (Docket 11279), because,

1. It has not been established to the complete satisfaction of this committee that authority to license such operations comes within the power of the Commission under the provisions of the Communications Act of 1934, and
2. Such operations might lead at least to a partial blacking-out of the present system of television operations with possible injury to such present system in particular communities, if not throughout the United States.

For the reasons stated above, it is the sense of this committee that the FCC should not grant authorizations for subscription television operations as contemplated in such First Report unless and until the Communications Act of 1934 is amended so as to specifically empower the Commission to grant such authorizations."

The first Dingell bill is similar to a Jan. 30 measure (HR 10399) offered by Rep. Edward P. Radwan (R-N. Y.).

A different tack is employed by Rep. Mack in a bill (HR 10392) also introduced Jan. 30. Rep. Mack, while amending the Communications Act, would make it mandatory for the FCC to hold public hearings on any toll tv application for an area now served by free tv in order to determine that the quantity and quality of free tv would not be reduced by such an authorization.

John Q. Tells Hill How He Feels About Fee

Congress last week found its mailboxes and doorsteps deluged with pleas either for or against subscription television. And providing a stark comparison to the thousands upon thousands of letters from the public urging Capitol Hill to stop the proposed tests was the paucity of pro-toll sentiment.

Zenith Radio Corp. used a double-truck ad in the tabloid *Washington Daily News* and a full page in the *Washington Post* last Wednesday to address its denunciation of subscription tv opponents to the public. But it also made sure that its ads meet congressional eye. Up and down the corridors of the Senate and House Office Bldgs., newspapers were dropped, with large red labels affixed reading "Important Announcement. See Page 20-21."

Another pay tv proponent who wants to use the toll method for "a novel concept in large-scale education" saturated Congress with letters last week. In them, Solomon Sagall, president of Teleglobe Pay-Tv Inc., stressed the "appalling shortages of classrooms, schools and teaching personnel" and said the strides by the Soviet Union in education requires equalizing action in this country. He stated that the Teleglobe education plan as submitted to the House Commerce Committee [LEAD STORY, Jan. 27] would provide "hundreds of thousands, possibly millions of classrooms" and would permit better utilization of teaching personnel.

But neither Zenith nor Tele-Globe can be blamed for the overworked condition of Capitol Hill mailmen who dumped sack after sack of anti-tv mail into the offices of the House Commerce Committee. One committee aide termed it the largest letter flood he had ever seen, conservatively estimated at over 50,000 pieces. Samplings of letters indicated that no more than one in a thousand supported pay tv.

The tenor of the letters ranged from outright denunciation of pay tv and castigation of Congress for not preserving free tv, to pleas from financially-strapped families. One midwest girl pensively noted that she was single, didn't go out much and relied on tv.

While much of the response has been engendered by the publicity accorded current congressional pay tv activity, the broadcasters themselves have played a major role in reminding the public of the issues involved.

WJBK-TV Detroit last week reported receipt of more than 10,000 pieces of mail on pay tv with only 51 voicing support of the system. Response followed a Jan. 24 program in which newscaster Jac LeGoff interrogated WJBK-TV Managing Director Bill Michaels on all the aspects of subscription television, including pros and cons advanced by both sides. Mail was directed to the station and to Rep. John Dingell (D-Mich.) for forwarding to the Harris committee.

WSAZ-TV and WHTN-TV Huntington-Charleston, W. Va., presented a program in which editors of area newspapers discussed toll tv with Lawrence H. Rogers II, WSAZ-TV president and general manager, and Robert Tinchner, WHTN-TV vice president and general manager. Phone calls at the conclusion of the show and the first flood of mail to the outlets reflected heavy opposition to pay tv, according to the stations.

The upsurge in West Virginia sentiment for free tv last week prompted the State House of Delegates to pass a resolution "memorializing the Congress of the United States not to allow passage of any legislation authorizing pay-as-you-see television."

Out on the west coast not a single one of the approximately 200 letters which KRON-TV San Francisco had received early last week commenting on its Jan. 31 telecast debate on toll tv [PROGRAM SERVICES, Jan. 27] favored the idea, according to the station. This is a slight change from the response to a Jan. 7 program on the same subject. Then almost 500 letters on the subject included 20 in favor of pay tv.

The Jan. 31 telecast was fed to KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California, for simultaneous broadcast and special lines were installed to handle phone calls from viewers, 378 calls getting through during the 50-minute program.

Paul McNamara, vice president, International Telemeter Corp., and Alan Lane, vice president, Skiatron Tv Inc., both seeking franchises for closed circuit toll tv systems in San Francisco as well as Los Angeles, presented the case for pay television. John Cohan, president and general manager, KSBW-TV, and Arnold C. Childhouse, director of Northern California Theatre Owners Assn., opposed the idea. Tom Mullahey, KRON-TV director of public affairs, acted as moderator.

Even a radio station took up the cudgel. In Rexboro, Idaho, Gene Shumate, owner-operator of the local KRXK presented an air editorial charging pay tv would impose an unfair financial burden on the public while providing programs that would be no better than those now offered by free tv.

The case for and against pay tv was aired further last week on the networks as CBS Inc. Vice President Richard S. Salant scrambled his own tv image to drive home the point that "pay tv does not add . . . it subtracts."

Mr. Salant appeared Feb. 2 on CBS-TV along with Robert Hall, a director of Skiatron Electronics & Television Inc., on a special network version of *Right Now!* A program usually seen only locally on WCBS-TV New York. The debate was moderated by Prof. George Williams of the New York U. School of Law. These were the positions taken:

Mr. Salant said CBS is opposed to over-the-air pay tv; its position is that "CBS has little to lose" while "you, the viewer have a lot to lose." He said "if pay tv begins to supplant free tv, CBS will go into pay tv as a matter of economic necessity but that the viewer "would be the loser" in that "the best free television will be taken away from you and fenced off for the carriage trade."

Mr. Hall claimed the airwaves of today are not truly free so long as pay tv is denied its chance to show its wares; what is more, free tv cannot offer certain "programs of a specialized appeal," such as symphonies, opera, etc. The issue is not whether the American public will be deprived of seeing a new art form but whether "competition in the amusement field should be limited by congressional action before any practical tests have ever been permitted," he said.

A special Carolina tv network was scheduled last Friday night to carry a program in which Harold E. Fellows, NAB president, answered pay tv questions from a panel of North and South Carolina newspapermen. Program was slated for WBTV (TV) Charlotte, WFMY-TV Greensboro, WLOS-TV Asheville and WSJS-TV Winston-Salem, all North Carolina, plus WFBC-TV Greenville and WSPA-TV Spartanburg, both South Carolina.

TV
FEE
OR
FREE
JOHN COHAN
ARNOLD CHILDHOUSE
TOM MULLAHEY
ALAN LANE
PAUL McNAMARA
WSAZ-TV

AS *interested parties in the pay tv debate, many stations in the last few weeks gave the issue a public hearing on specially scheduled programming. Three such programs:*

TOP: *KRON-TV San Francisco, KSBW-TV Salinas and KSBY-TV San Luis Obispo, all California, simultaneously aired a 50-minute debate originating from KRON-TV studios Jan. 31. Paul McNamara (r), vice president of International Telemeter, emphasizes a point as other debaters prepare to take issue—(l to r) John Cohan, president and general manager of KSBW-TV; Arnold C. Childhouse, director of the Northern California Theatre Owners Assn.; moderator Tom Mullahey, KRON-TV director of public affairs, and Alan Lane, vice president of Skiatron. It was the third time the station had carried programming on pay tv. Eight special lines were installed for viewers to phone in questions; the stations tallied 378 calls during the show, some 200 after the program ended.*

LOWER LEFT: *Lawrence H. Rogers II (l), general manager of WSAZ Inc. (WSAZ-AM-TV Huntington, W. Va.), and Robert R. Tincher, general manager of WHTN-TV Huntington, discuss pay tv on a program on WSAZ-TV Feb. 2. WSAZ News Director Nick Basso and members of the local press quizzed Messrs. Rogers and Tincher on the pay tv issue.*

LOWER RIGHT: *The free vs. pay debate on WCBS-TV New York occurred Feb. 2 during a special broadcast of the station's* Right Now! *Taking opposite tacks on the subject were Richard S. Salant (r), vice president of CBS Inc., and Robert Hall (l), director of Skiatron. Moderator for the program was Prof. George Williams, NYU Law School.*

Telemovies Sustains Big December Losses

The Bartlesville Telemovies project suffered a major reversal in the latter part of December, Henry S. Griffing, president of Video Independent Theatres Inc., promoter of the wired pay tv system—the only one of its kind in operation—has told major motion picture distributors.

"In the latter part of December . . . we seemed to have the 'rug pulled out from under us,' Mr. Griffing wrote. "We do not know the cause. It may be the time of the year, and it may be an economy wave following expenditures in Christmas shopping. It may be the business slump. We haven't arrived at a conclusion," he continued.

The Telemovies' monthly report to movie distribution firms included a daily breakdown of connections added and cancellations which showed a total of 399 subscribers as of the last day of December 1957. This compared with a high of 531 on Dec. 4 and 5. Of the 146 cancellations in December, 106 occurred between Dec. 23 and Dec. 31. There were 15 new connections.

In November, Telemovies added seven new subscribers and lost 14.

On Dec. 31, 1957, Telemovies was realizing $4,652.84 from its 399 subscribers.

The Bartlesville closed-circuit Telemovies project began in September 1957 [LEAD STORY, Sept. 9; SPECIAL REPORT, Nov. 4, 1957]. There are 38 miles of coaxial cable which runs through the downtown and residential areas of the rich, oil center city 60 miles north of Tulsa. Subscribers are charged $9.50 a month (although last month Telemovies began offering a metered package which cost $3.50 minimum, and 65 cents for each movie. Homes are fed 13 feature films and 13 reruns each month, from all major producers except 20th Century-Fox and MGM. The motion pictures are received on chs. 3 and 5, otherwise unused in Bartlesville, which is covered by the three Tulsa tv stations.

Telemovies needs 2,000 subscribers to break even, its officials have said. To be successful, the goal is 4,000 subscribers—half of the 8,000 tv homes in the city.

Excerpts from Mr. Griffing's letter follow:

". . . Our progress in November and December has not been as good as in previous months. We tried substituting some variety programs of shorts and newsreels in lieu of feature following some requests [sic]. This met with immediate opposition from our subscribers as they felt cheated if they were not given the usual theatre program. We immediately reverted to the normal program.

". . . Preceding this flood of cancellations, three television stations serving Bartlesville had increased their motion picture features from approximately 90 per month to a number in excess of 130. One station advertised a library of 2,000 motion picture features and increased its offering by adding a daily feature at 9 p.m. During this month of January, the three stations are offering a total of 136 free movies. Most subscribers have given 'too expensive' as the cause for cancellation. To be quite honest, we have not had time to make a careful survey and therefore we do not offer these causes as dependable conclusions," he continued.

"We are convinced that the most popular regular program offered by television is the motion picture feature. It is possible that Bartlesville is ahead of its time. When the present features in the hands of television are consumed, which should be in about two years, I am satisified that the Telemovie theatre will come into its own . . . At the present time I think television has been tapping a lost market with the old motion picture features. These give as much satisfaction to the tv viewer as new features."

Mr. Griffing also stated that Video Independent has 10 community tv operations, and that it is field testing a music channel which will be added to these systems. "Later we hope movies can be added, but only after the pre-1948 features are consumed by television," he added.

The January letter concluded with these words:

"Although we have suffered our greatest reverse, we are still ahead of our projections which were made before we started . . ."

ADVERTISERS & AGENCIES

NBC 'APPRAISAL' JUSTIFIES TV PRICE

Beville answers complaints of tv costs, says it's better buy than ever

Is tv at a point where it must be appraised agonizingly by the advertiser in terms of costs, audience delivered and values returned? Should the national advertiser consider blue-penciling his tv plans?

To these questions, NBC answers: No such evidence at hand. To the contrary, tv —specifically network television—is a better buy than ever before.

The NBC "appraisal" of the medium was prompted by a delayed depth charge tossed out early in the year by Philip L. McHugh, tv-radio vice president of Campbell-Ewald, in an interview with the *New York Herald-Tribune's* Joseph Kaselow. Warned Mr. McHugh, against a background chorus of agreement from top-placed agency buyers:

Tv may be pricing itself out of the marketplace; advertisers soon may resist tv costs; the medium is near saturation with audience at about its peak and now being fragmented [LEAD STORY, Jan. 13].

Neither panicked nor hurried, NBC's researchers culled audience measurement reports, sifted studies of other media and tabulated this mass of information.

First, "it was necessary to see on what basis each [agency] complaint was formed," notes Hugh M. Beville, NBC vice president for research and planning. "We felt we should analyze what the people were saying, because either existing facts are not known or they are being misinterpreted and receiving an emotional reaction. Nobody questioned tv's value as an advertising medium, only increasing costs."

The appraisal by Mr. Beville and his research staff:

- Of course tv costs are going up as they are in all advertising media. But tv's record is "so much" better than other media in respect to the value received for the advertising money spent. Cost-per-thousand of network tv has shown a "consistent decline" in past years and each network's cost structure has acquired a new stability.
- Tv's circulation has not approached a saturation point; neither is there indication of audience leveling off. In fact, there are increases in the average tv audience delivered and in the average hours of viewing of evening shows.
- Tv's audience is rising at a faster rate than is the increase in cost—a movement that Mr. Beville underlines as of especial importance to the advertiser.
- An efficiency has been introduced in network tv that has eliminated much of the risk that existed in an advertiser's buy only three years ago. There is less uncertainty today as to what the advertiser can get for his money.
- The momentum of increased rates of stations in the network lineups has slowed substantially (he cited NBC, although, he says, other networks are seeing a similar pattern).
- Because tv circulation is still going up, it is reasonable to assume some further rate increases when they are justified. But the average monthly hike in station rates will be smaller in proportion to the increased circulation provided by stations.

MR. BEVILLE

- The charge of audience being fragmented by heightened competition from the "third network (ABC-TV) is open to question. Actually, NBC maintains, the competition appears to be increasing total set usage.

Complaint: Tv is approaching saturation, consequently there should not be any more cost increases. NBC asks, is tv approaching saturation? Its findings: 3 million tv homes were added last year and the outlook for 1958 is for another 2 million tv homes. A network tv show with a 25 rating already is assured of adding a half million new homes. The average network evening program on this basis will get an additional 1¼ million viewers.

A peak audience? Mr. Beville draws attention to December 1957 average evening ratings of all tv networks. These figures: 22.1 in 1954, 21.9 in 1955, 21.5 in 1956 and 22.1 in 1957. The audience in December 1957 was higher than in that month of the preceding two years and equal to the high level set in December 1954.

How about audience delivered? NBC emphasizes there has been an increase. For example, in 1954 the average evening network program reached 6,059,000 homes but in 1957 the number was 8,620,000, or a 43% increase over 1954. The network also points up that in one year alone (from December 1956 to December 1957), the number of homes viewing an average minute of every network commercial program increased 1.1 million, or a jump of 16% in a single year, reflecting larger lineups, increased ratings and more tv homes.

Coming to the question of a leveling off of the audience, Mr. Beville asserts that the figures do not support this belief. Looking at the average hours of viewing evening shows in homes (based on Nielsen data covering the 7:30-11 p.m. period), NBC researchers found the figure went from 2 hours 1 minute in 1954 to 2 hours 7 minutes in 1957.

Mr. Beville asserts that the delivered audience for tv network advertisers is going up faster than costs so that the cost per thousand actually has been going down consistently. For example, based on Nielsen December data the average evening cost (time and talent per thousand per commercial minute for all networks) was $3.99 in 1955, declined to $3.86 in 1956 and for December 1957 it slid to $3.54, an 11.3% reduction from 1955.

He also challenges the contention that the third network's emergence as a factor in programming and audience has been splitting the audience. To illustrate, Mr. Beville draws attention to the comparative figures for the combined average rating of NBC-TV and CBS-TV for December 1957 and the same month the previous year (again based on evening network programs).

Mr. Beville observes that last December the combined average stood at 23.7 compared to 24.3 for that month in 1956, a difference of only one-half a rating point. Another indicator, he says, is tv set usage in the three-network competitive markets. NBC researchers compared October 1956 to October 1957 (Trendex, 7:30-11 p.m. period, Sun.-Sat.) and found tv set usage (for all tv) up 5%, network tv up 3%; November 1956 to November 1957, all tv up 4%, network tv up 6%; December 1956 to December 1957, all tv increased 7%, network tv went up 6%, and January 1957 to January 1958, all tv rose 5% and network tv up 4%. "Our conclusion must be that the third network's competition seems to be increasing total set usage."

Mr. McHugh's indictment included a look at the top ten in Nielsen's first November measurements in 1957 and 1956. He had noted that for the 10 shows the average total audience was 200,000 homes higher in 1956 than in 1957, although there was a national increase of 3.5 million homes in 1957.

NBC also analyzed Nielsen's top ten. It found that on the average, ratings are a bit lower in the top ten, dropping an average of four points in a four-year period. But in the "bottom" 10 shows, ratings were up an average of three points. This, according to Mr. Beville, indicates a narrowing of the spread—"it is harder today to get a runaway hit, but at the same time there are fewer 'dogs'." And, he states, the average rating of the evening network show is higher today.

Studying the December Nielsen ratings, NBC discovered that any one of the top shows listed in December 1957 delivered more audience than did any one of the top ten in December 1954 with the exception of *I Love Lucy*, the leader in 1954.

Mr. Beville's figures show that the top ten in 1954 reached an average of 11,721,000 homes, while the top ten in 1957 reached 14,239,000. In the rating "range": from 33.9 to 43.6 in 1954, again with *Lucy* the exception, having 48.5 that year, and from 32.4 to 42.9 in 1957. Translation: the *Lucy* program of 1957 (actually the *Lucille Ball-Desi Arnaz Show*) had a 39.2 rating and reached 15.7 million homes but in 1954, *Lucy*, with a 48.5 rating, reached only 14.2 million homes. This, Mr. Beville observes, brings into focus the drop in the range of network ratings but an increase in the circulation of homes reached. A *Lassie* program in December 1957—a No. 7 program in the Nielsen rating that month—reached 12.6 million homes, a total that compared to the top runners of December 1954 in this way: *Lucy*, 14 million homes plus and *Jackie Gleason* (then No. 2), 12.5 million homes.

What about a network show's efficiency? Mr. Beville reports that on a September-October basis, a comparison of the evening network programs reveals 36% with a cost per thousand per commercial minute at $5 or more in 1954, but in 1957 only 18% of evening network shows were at this level.

Turning to the slowdown in the rate of increase in network time rates, Mr. Beville points out that in 1954 a sampling of NBC stations showed the average rate increased monthly at an average $546 for an average rise of 1.1% of the existing rate. This compilation was based on 38 stations in key markets. In the 11 months of March 1957 to February 1958, these same stations showed an average station rate increase of $177 per month, or 0.3% over the existing rate.

How about other advertising media? Mr. Beville refers to Gilbert P. Swanson, president of the Newspaper Advertising Executives Assn., who reported late last month that newspaper advertising revenue and circulation were at peak in volume in 1957 but that advertising linage had declined about 3%. An increase of 1% in revenue was attributed to higher line rates (or costs), continuing increase in ROP color and greater use of other premium space. Observes Mr. Beville: "Costs are going up but there has been no substantial rise in newspaper circulation."

In studying the circulation and rate changes of 11 leading newspapers in the cities of Chicago, New York and Philadelphia, NBC researchers found the line rate increased from a total of $17.90 in 1954 to $19.66 in 1957 for an increase of 9.9% in the rate over the three-year period. Circulation totaled 8,522,494 for the 11 papers in 1954, but in 1957, the change was only a 4% rise (8,867,265). Thus, circulation went up only 4% in three years but the line rate spiraled nearly 10%.

Have the magazines followed the network trend and reduced their cost per thousand circulation? Analyzing the 10 top national magazines, NBC finds the average C-P-M at $3.32 in 1954 but $4.04 in 1958, an increase of 22%. These figures include a high of 32% increase by *Good Housekeeping* to a low of 6% by *U. S. News*. *Life's* cost per thousand circulation rose 28% in the four years, *Saturday Evening Post* went up 20%, *Time* 12%, *Look* 20%, *Better Homes & Gardens* 24%, *Ladies Home Journal* 23%, *Newsweek* 21% and *McCall's* 16%.

While Mr. Beville cautions that cost comparisons of competitive media are difficult and not always representative, he points to a study of delivered audience by various media made by Leo Burnett Co. In a talk to the Audit Bureau of Circulations last October, Dr. Seymour Banks, manager of media planning and research at Burnett, presented these cost per thousand advertising impressions (relative media cost efficiency data as of the spring of 1957): television—one-minute commercial for the average evening half-hour tv program delivered, $1.30; the one-minute commercial for the average daytime quarter-hour program, $1.21; 60-second daytime spot, $1.56, 20-second nighttime spot, $2.10; radio—the one-minute commercial in the average daytime quarter-hour program, 97 cents; magazines—general weeklies, 4-color page, $4.84, and a black-and-white page, $5.69; women's service and home service, 4-color page, $5.10, and black-and-white page, $5.73; newspaper supplements—4-color page, $3.73, and black-and-white page, $5.11; newspapers—1,000-line, ROP black and white, $6.88, a page ROP black and white $10.31, and a page ROP four-color, $8.07.

Bristol-Myers Approved On 'Pocketbook News'

Bristol-Myers Co., New York, tonight (Monday) will begin sponsoring NBC Radio's "Pocketbook News," a weekly 10-minute segment (Mon., 9:30-9:40 p.m.) of the network's *Nightline* evening series. B-M executives as well as products will be featured. The star of "Pocketbook News" is Mrs. Wilma Soss, founder and president of the Federation of Women Shareholders in American Business.

MUTUAL APPROVAL is in the air as Wilma Soss (l) and Lee H. Bristol Jr. go over the contract for sponsorship of "Pocketbook News."

Mrs. Soss is unique in that she claims she approved the advertiser, rather than vice versa. "I chose Bristol-Myers," she said last week, "because it's known for its good employe relations, good stockholder relations and good consumer relations. . . ." Before agreeing to be sponsored by B-M, Mrs. Soss went on—and there was no visible dissension by Lee H. Bristol Jr., B-M products' public relations director who sat next to Mrs. Soss as she talked at a news conference—"I asked for editorial freedom of the air, to do my own commercials in my own way with the same freedom as Arthur Godfrey because I realized that people would think of me as a sort of 'Good Housekeeping' seal. . . ."

Mrs. Soss will only "read" commercials whenever they "seem to fit into the text." They will not merely dwell on B-M products but on B-M as an institutional symbol.

Mr. Bristol, who will be the first Bristol-Myers executive to appear on the program, declared that B-M does not look upon "Pocketbook News" so much as a further extension of our consumer advertising program; we see it more particularly as a valuable complement to a public relations program aimed at . . . humanizing our corporate image and . . . helping the public to associate more of our products with the Bristol-Myers name."

TVB'S CASH LISTS TV SALES STORIES

- Answers 'Journal' inferences
- Successes accent tv 'hard sell'

A small catalog of tv sales successes was issued by Television Bureau of Advertising last week to point up the medium's hard-sell effectiveness.

President Norman E. Cash capsuled the success stories in a letter answering an article in the *Wall Street Journal* which "refers to television cutbacks and more than infers that hard sell can only be accomplished in newspapers."

Two of the companies he named (U. S. Steel and Burgermeister Brewing) were among those quoted in the *WSJ* story. These quotations related to the growing trend toward "hard sell" campaigns and did not deal with specific media plans. But at another point the story maintained that "in their greater emphasis on 'hard sell' some companies are trimming their outlays for tv time."

Success stories cited by Mr. Cash:

"American Gas Assn. — According to Thomas Lane, senior vice president, Lennen & Newell, 'For 10 years gas appliances were on a downward trend in percentage of sales of the appliance market. With the advent of television the 10-year trend has been completely reversed; television is the American Gas Assn.'s major effort to sell the public and by spending $600 a second, the gas industry is reaching customers and prospects at less than a cent apiece—with living flesh and blood demonstrations . . . that ordinarily would be impossible to duplicate in a living room.'

"It is further known that the financial world has taken a new look at the rejuvenated gas industry and are strongly recommending the same to their investors.

"U. S. Steel—The bulk of their consumer advertising budget goes into television with no cutbacks in 1958. Results: 'Direct, hard-selling television has produced leads to such a degree that 500 high-calibre leads—15 of which can result in overall sales of $10 million in football stadia'—show television's impact.'

"Burgermeister Brewing Corp.—From the ad manager—which you quoted only in part—'I think everyone in the beer business will start selling harder this year. Our television budget up 15% because we can't get along without television. December 1957 sales were our best for that month in five years.' They have no plans for newspapers in 1958 and are relying on television to carry their highly visual story—to use television's peculiar advantages to sell with IDs and 20- and 60-second announcements. As of last available reports, 182 beers were using television and spending $9,833,000 quarterly.

"Chrysler Corp. and Ford Motor Co.—Increased their television budgets in 1957. Both showed increases in sales over 1956.

"Chevrolet—Now spending heavily in television, is up in production according to latest reports.

"Prudential Insurance Co. of America—Sold policies amounting to $8 billion in 1956 and $10.5 billion in 1957. More than half of their budget in television.

"Procter & Gamble—One of the finest managed companies in the world, places three-quarters of its advertising dollars in television. They increased television appropriations in 1957 over 1956 by $8 million and will spend more in television in 1958. Former president of Procter & Gamble, Neil McElroy, said, 'We use television because it sells goods economically.'

"Lestoil—Has increased its television budget by $3.5 million, 1955 to 1957; 95% in television, and the annual rate of $6 million in 1958 already reached.

"Department stores in Baltimore, Md.; Washington, D. C.; Troy, N. Y.; New Haven, Conn., and Syracuse, N. Y.—All reported substantial gains for 1957 and early 1958 sales where they used television as the added advertising medium.

"Sears, Roebuck — Most recent report from Wheeling, W. Va. [where a Sears store has been using tv regularly for two years], shows sell-outs as a result of tv campaign, and they are continuing their tv activities."

While taking exception to "the reporting" in the *Wall Street Journal* story, which appeared Jan. 29, Mr. Cash said, "We agree that the hard-sell era is here." He also took the view that "more advertisers will be using television in 1958 because 42.5 million homes own at least one television set and the average television home is spending 5 hours 51 minutes per day with television—an increase of 14 minutes per day comparing November 1956 to November 1957, the last available A. C. Nielsen report."

Herzog Heads ARF 'MR' Group

Reorganization and expansion of the Advertising Research Foundation's Committee on Motivation Research was announced by ARF last week. Dr. Herta Herzog, vice president and research director of the home office of McCann - Erickson, was named chairman.

DR. HERZOG

Other members, chosen from the advertiser, agency and media fields, are Bayard Badenhausen, BBDO; Thomas E. Coffin, NBC; Herb Fisher, Chrysler Corp.; Alberta S. Gilinski, Kenyon & Eckhardt; Carl R. Gisler, Fawcett Publications; Mark Hanan, Fletcher D. Richards Inc.; Joel Harnett, *Look* magazine; Melvin S. Hattwick, Continental Oil Co.; Arthur Koponen, J. Walter Thompson Co.; Gove P. Laybourn, General Mills; Pierre Martineau, *Chicago Tribune;* Charles K. Ramond 2nd, DuPont; Charles E. Swanson, Curtis Publishing Co.; Stanley H. Seeman, Wildroot Co., and Donald E. West, *Redbook* magazine.

BUICK BID TO GO OUT TO AGENCY THIS WEEK

- GM choice remains mystery
- Client hears 'reprise' pitches

Rumor mills were working full blast last week, turning out more grist about the still unattached $23 million Buick car account.

The only clear indication to emerge from an otherwise confusing picture was that Buick Div. of General Motors will appoint a new agency, succeeding Kudner Inc., sometime this week. It heard "reprise" presentations from New York-based agencies the past week—reportedly those which requested second hearings.

In the front-running as of Thursday were Young & Rubicam, Benton & Bowles, Cunningham & Walsh and Leo Burnett (Chicago-based), not necessarily in that order. Others: Compton Adv. and Ted Bates & Co.

It was evident, on the basis of checks by BROADCASTING with several sources, that the decision is "imminent"—and equally that, despite a multitude of rumors, only Edward T. Ragsdale, general manager of Buick, knew who held the inside rail. He spent all week in New York and was not due back in Detroit until late Friday.

A corollary development of the GM Buick-agency picture involves the frequent report that General Motors plans to appoint a top-level executive to supervise tv activities for all its divisions. It was learned Thursday that, while the plan has been under study for several months, "no serious thought" has been given to the idea at present and "nothing is imminent." The reason: GM automotive divisions have traditionally maintained a large degree of autonomy and independence; this policy is likely to continue.

Reports were a dime a dozen last week, both along New York's Madison and Chicago's Michigan Avenues. Among them:

(1) Leo Burnett, a "sentimental favorite," would get the Buick account, along with key Kudner personnel to service it;

(2) Burnett would, in effect, merge with Kudner to handle it;

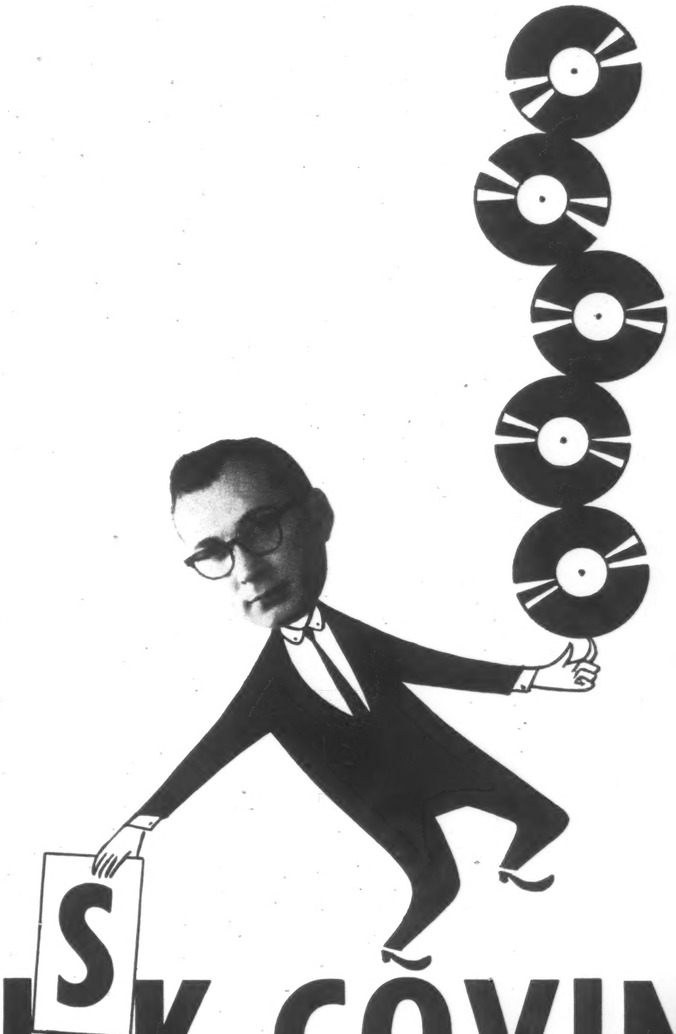
(3) Mr. Ragsdale may be dismissed as Buick general manager, on the theory that his move in firing Kudner was premature and/or ill-advised at the time [ADVERTISERS & AGENCIES, Dec. 23, 1957, *et seq.*]

(4) Buick may be split among some present GM agencies.

Responsible top-level executives at Burnett unequivocably scotched the first two reports, specifically denying any knowledge of a possible merger with Kudner.

And optimism was the watchword with respect to landing the account (though Burnett officials are expressly forbidden to discuss the Buick situation with anyone). Their impression was, however, that the new agency would be appointed momentarily.

The report of Mr. Ragsdale's imminent dismissal was based on alleged criticism



DICK COVINGTON

In Baltimore, and wherever else he's been, Richard is to records what rock is to roll. His easy-going personality and musical savvy have earned him large and loyal audiences. For the past 8 months, he's had the top rated show in Baltimore.* Now he's on W-I-T-H—from 4 to 6 P.M., Monday through Saturday. His show, Covington's Corner, features the town's top twenty tunes—as *proved* by *daily survey* of a cross section of Baltimore's music vendors.

Dick also doubles in brass as W-I-T-H's program director. His proven formula for gaining and holding audiences, plus W-I-T-H's *pinpoint no-waste coverage and lowest-cost-per-thousand rates*, make obvious your best radio buy in Baltimore. Contact your "rep." now!

---

*Nielsen, Hooper and Pulse—Oct. thru Dec., 1957

It "figures"!
Baltimore's best
radio buy is . . .

W-I-T-H

Tom Tinsley, *President*
R. C. Embry, *Vice-President*

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

YOU MIGHT DRAW A ROYAL FLUSH—*

BUT . . . YOU NEED WKZO-TV TO GET THE JACKPOT IN KALAMAZOO-GRAND RAPIDS!

AMERICAN RESEARCH BUREAU
MARCH 1957 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours With Higher Ratings	
	WKZO-TV	Station B
MONDAY THRU FRIDAY		
8:00 a.m. to 6:00 p.m.	143	57
6:00 p.m. to 11:00 p.m.	94	6
SATURDAY		
8:00 a.m. to 11:00 p.m.	50	10
SUNDAY		
9:00 a.m. to 11:00 p.m.	40	16

NOTE: *Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%), Muskegon (19.8%), Battle Creek (18.5%).*

For the winning hand in Kalamazoo-Grand Rapids you need the market dominance of WKZO-TV! Look at the facts: ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station—327 for WKZO-TV, 89 for Station B!

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — serves over 600,000 television homes in one of America's top-20 TV markets!

AM—TV—FM

The Fetzer Stations

WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA
Associated with
WMBD RADIO—PEORIA, ILLINOIS

100,000 WATTS • CHANNEL 3 • 1000′ TOWER

WKZO-TV

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

* *Odds against it—649,739 to 1!*

of his handling of the Kudner affair, evolving from his move to fire the agency before Christmas and particularly before he apparently had any successor in mind, as well as the charges that he leaned too heavily on Buick dealers' recommendations.

Another version, revealed to BROADCASTING last Thursday by usually reliable sources, was that despite divisional autonomy, the decision to fire Kudner at that time was dictated by GM President Harlow Curtice—apparently with a demurrer by Mr. Ragsdale. It reportedly was based on a belief that a new agency should be appointed as soon as possible to pave the way for 1958 Buick fall planning. Richard N. Heath, Burnett president, told BROADCASTING, "I imagine Buick would make an announcement soon. All I know is what I read in the trade papers."

He denied any knowledge of rumors involving Kudner, and declined to discuss the matter further.

Inquiries at Buick Div. and General Motors Corp. brought only the rejoinder that "any statement will have to come from Mr. Ragsdale" and that he was out of town and not expected to return to his office before Monday. Some GM spokesmen hinted, however, that an announcement might be forthcoming soon. It still was presumed that some Kudner personnel would join the new agency of Buick's choice, once it's named.

Some agency parties familiar with the picture also expressed doubt that Buick's business would be split among GM's present agencies, citing the competitive automobile factor involved. Young & Rubicam's resignation of Ford's $3.5 million Lincoln account last month caused reports it hoped to land Buick [ADVERTISERS & AGENCIES, Jan. 27]. Lincoln also has been hearing agency presentations and is expected to appoint a successor this month.

Three Stations Win Dromedary Contest

They're eating lots of Dromedary dates these days at WCCO Minneapolis, KING Seattle and WAAB Worcester, Mass. The reason: these three stations were singled out last week by National Biscuit Co.'s Dromedary Co. division as the most Dromedary date promotion-conscious radio stations in the country.

To formalize the salute, Dromedary and its agency, Lennen & Newell, last week sent checks ranging from $250 to $100 to WCCO's Clayton Kaufman, KING's Bill Parker and WAAB's Ken Burns—as the three promotion officials who knew how to turn a relatively small radio allocation into a big merchandising effort, thus increasing their stations' stature in the eyes of both advertiser and agency.

Like many food packers today who seek to cut costs by eliminating their sales field forces, Dromedary distributes its product nationally through food brokers who are paid on a basis of approximately 7% commission on sales. The savings by such a method are obvious; but just as obvious is the fact that with brokers handling 15-25 food manufacturers at a time, the single processor like, say Dromedary, is deprived of custom service and must seek other and more imaginative ways to reach the store manager.

In the fall, Dromedary placed its annual six-week radio spot campaign, but this time it picked those stations it felt were adequately equipped to compete with one another for the merchandising prize dollars. (Dromedary for its dates is strictly a seasonal advertiser, doing 80% of its saturation advertising between September and December and concentrating primarily on the Thanksgiving and Christmas holiday seasons.

Dromedary Dates

LOOKING *over some of the station entries in Dromedary's merchandising promotion contest—for which cash prizes were awarded last week (l to r): Lennen & Newell account supervisor Leo A. Kelmenson, account executive Oliver Toigo and Associate Merchandising Director Jack R. Thompson.*

According to L&N account supervisor Leo A. Kelmenson, Dromedary allocated roughly $300,000 to the seasonal push—broken down into two "flights" of spots, Nov. 7-27 and Dec. 4-24. Time came to roughly $250,000—the same as for 1956—but this time the advertiser allocated an extra $6,000 to handle the merchandising aspects of the drive. Apparently the money was well spent. Though declining—on specific advertiser request—to quote sales figures for Dromedary date's fall season, L&N officials point out that the drive's effectiveness can best be measured by the fact that considerable Dromedary stock was depleted ahead of time, necessitating reordering of dates.

How did Dromedary pick its stations? Agency and client executives began by studying a list of 400 stations used regularly by Dromedary, then began trimming down the list to—says account executive Oliver Toigo—"eliminate the possibility of a small station having to compete with a large station—one that would be far more eminently equipped to do a full-fledged promotion job for Dromedary." L&N trimmed by picking only those outlets on which the advertiser spent over $650 a season. "But," points out L&N Associate Merchandising Director Jack R. Thompson: "We gave equal opportunity for all stations to participate if they so chose." Many dropped out voluntarily. Dromedary finally ended up with 256 stations in 106 markets.

Why did the stations compete for such plebian sums? Declares Mr. Toigo: "Sure, they aren't as interested in the cash prizes as they are in showing us—and Dromedary—how effective their stations can be. They know far too well that their call letters will be on the tip of our timebuyers' pens the next time a campaign comes around."

And this sort of insurance for the future makes any promotion effort well worth a station's time.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 124,051,000 people in the U. S. over 12 years of age during the week Jan. 26- Feb. 1. This is how they spent their time:

72.3%	(89,689,000)	spent	1,870.7 million hours	WATCHING TELEVISION
55.8%	(69,220,000)	spent	992.3 million hours	LISTENING TO RADIO
83.0%	(102,962,000)	spent	402.9 million hours	READING NEWSPAPERS
36.3%	(45,031,000)	spent	217.8 million hours	READING MAGAZINES
25.4%	(31,509,000)	spent	365.3 million hours	WATCHING MOVIES ON TV
23.9%	(29,631,000)	spent	114.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SNDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 106,991,000 people over 12 years of age see tv (86.0% of the people in that age group); (2) 41,436,000 U. S. households with tv; (3) 45,521,000 tv sets in use in U. S.

Riviera Thanks L. A. Television For Role In Sofa Sales Success

Plaques of appreciation were presented to representatives of KTTV (TV), KTLA (TV), both Los Angeles, and that city's four metropolitan daily newspapers by Sanford Seigel, Riviera Mfg. Co., Los Angeles, last Tuesday. They were given to show the company's appreciation for advertising's and local media's part in helping Riviera grow in four years from one small factory-showroom to the largest manufacturer of convertible sofas in the West, with 32 showrooms. In addition, Riviera received a plaque from KTLA in appreciation of the firm's excellence in advertising.

DAVID SEIGEL

The exchange of plaques took place at the weekly luncheon of the Advertising Club of Los Angeles, at which David Seigel, advertising director of Riviera and one of the five brothers who own and operate the business, credited much of the firm's growth to the consistent use of advertising, including regular spot schedules on KTLA and KTTV and an occasional local spectacular, as described in this excerpt from his talk:

"As far as television is concerned, we feel our product is a natural for that medium. The Riviera Convertible sofa, with its movement and convertible appeal, interests viewers. We have had some great moments on television . . . experiences we'll never forget. The first of these was the *City at Night* telecast show [on KTLA (TV) Los Angeles], done in our factory Jan. 26, 1956. Through the cooperation of the late Klaus Landsberg, we were invited to do the *City at Night* show and it gave us an opportunity to escort the people of Los Angeles through our factory.

"It was a memorable experience. For months after the show, people called us, wrote us, and reminded us of how much they liked seeing our factory, meeting our people and looking at demonstrations of our product.

"The next wonderful event was the *Christmas Show*. We were coming out with a new line. We wanted everybody to see our new products, if possible. We also wanted, in the spirit of Christmas, to do something for our community. So we put together a good talent show and invited the community fund people to participate. We think it came off pretty good. It was no cinch to convince television station people to allow us to do this show. Station managers, directors, the union, network executives, practically everyone from the prop man to the parking lot attendants told us it could not be done. After 34 meetings, 118 phone calls and two months of battling with everyone and anyone, we were given the OK to buy all seven Los Angeles tv stations for a simultaneous telecast.

"Our next big project was to go out and get the stars for the show. That isn't as easy a job as it may sound. Approach any top name star about going on a, if you pardon the expression, 'local show' and they turn green, become nauseated, and immediately remember a previous engagement. We didn't know the word 'local' would carry with it such a stigma. So we decided to do something about it. We thought we would 'un-localize' the show—We thought we'd beam it all the way through to Bakersfield. This wasn't enough. We even bought Fresno and Santa Barbara.

"We came back to the stars, and it was still a tough project. Well, we finally found our people, and they were the top people in the business, and wonderful talent to work with. They included Paul Gilbert, the Wiere Bros., Chiquita & Johnson, Gene Nelson, Gogi Grant, David Rose and his orchestra, Art Linkletter as host, and our own Wally Sherwin. We did a show that we feel Riviera and the community could be proud of. We bought full page advertisements in every Los Angeles newspaper and all surrounding communities, we bought hundreds of television spots, giving the time and place of the show, and we went on the air. My brother, Jerry, introduced 21 new convertible sofa styles and had them made up in the most magnificent fabrics imaginable. Al Winston premiered his newest convertible, our bed chair.

"I know you are all wondering and asking the question, 'Did it pay us to do this show?' And of course, the regular questions came at us by our regular quizzers: 'I don't know anything about your advertising, but did it really pay to spend that much money for six minutes commercial time?' Other questions, such as, 'Do you mean to say that you were willing to spend $112,000 in institutional advertising?'

"Well, gentlemen, at the time we did the show, there were approximately 21 Riviera showrooms. Today, we have 32 and we are well on our way toward 50 Riviera showrooms. We feel the *Christmas Show* has helped establish us in our community."

KLM Finally Moves to EWR&R As Hoyt Picks Up German Airline

Charles W. Hoyt Co., New York, last week resembled an airport as the $1 million KLM-Royal Dutch Airlines finally took off for Erwin, Wasey, Ruthrauff & Ryan, New York—the agency it originally named last August and then postponed in December. Landing at Hoyt was $250,000 Deutsche Lufthansa A. G. account of Cologne, Germany, whose domestic advertising had been placed since April 1955 by the Albert Woodley Co., New York. The transfers are effective April 1.

Radio-using KLM had asked Hoyt to stay on as its agency pending completion of EWR&R's internal reorganization. The latter had been shuffling accounts and personnel since the merger between Erwin, Wasey and Ruthrauff & Ryan earlier in the year. But the indefinite status proved to be somewhat of a handicap for Hoyt, which had been freed by KLM's original resignation to solicit other accounts. Though the difference between both airline accounts is $750,000, the billing proved to be less a consideration to Hoyt than that of "permanency."

Last week, Winthrop Hoyt, Agency board chairman, asked KLM for "relief" as soon as that airline could find a new agency. Thus, in effect, Hoyt helped EWR&R land the account. For Hoyt, $250,000 "is just the beginning." It believes that Lufthansa—thrown into competition with S.A.S., KLM, Swissair, Alitalia, Air France, and other foreign carriers now using occasional broadcast media—will follow suit by enlarging its advertising allocations. E. T. Nettleton, Hoyt vice president and KLM account supervisor, will head the new Lufthansa activities.

W-L Ad Shifts Begin; Bromo-Seltzer to W&L

Indications last week pointed to an intra-agency and company-wide realignment in advertising assignments at Warner-Lambert Pharmaceutical Co., Morris Plains, N. J. The company a fortnight ago began shuffling executives as a result of forming a new marketing division [ADVERTISERS & AGENCIES, Jan. 27].

The first agency to be affected was Lennen & Newell, W-L agency for the Emerson Drug Div., Baltimore. Yanked from L&N was the $2.5 million Bromo-Seltzer account, which in turn was assigned to Warwick & Legler, a new W-L agency. The switchover becomes effective April 1.

Lennen & Newell will retain Fizzies, a seasonally advertised product also manufactured by Emerson, and Warner-Lambert officials noted that there was a possibility L&N would be assigned to service other products in its vast stable of toiletries and pharmaceuticals.

Other Warner-Lambert agencies that conceivably might be due for gains, losses or swaps are Sullivan, Stauffer, Colwell & Bayles; Ted Bates; Norman, Craig & Kummel and the firm's "house agency," Lambert & Feasley—all New York.

Bromo-Seltzer has been a heavy broadcast advertiser for years. Over the past 20-odd years it has been handled by a number of radio-tv conscious agencies—BBDO, McCann-Erickson, Ruthrauff & Ryan and J. Walter Thompson Co. Lennen & Newell took over in the summer of 1952. Since then it has placed Bromo-Seltzer (once synonymous on radio with *Adventures of Ellery Queen)* on the old DuMont Television Network's *Chance of a Lifetime*, ABC-TV's *Masquerade Party*, NBC-TV's *Tic Tac Dough* and this season, *Restless Gun*. Last year it participated in Warner-Lambert's portion of NBC-TV's *Your Hit Parade* and also signed as a charter sponsor of National Television Assoc.'s *Premiere Performance* station hookup of 20th Century-Fox feature films. On the syndication side, Bromo-Seltzer sponsored during the last four years such Ziv Television packages as *Mr. D.A., I Led Three Lives* and *Science Fiction Theatre*.

Movies Spend $900,000 On Radio-Tv Promotion

Approximately $900,000 of a total budget of $2.3 million has been allotted to radio and television as part of an all-industry advertising and promotion campaign by the motion picture business to lure the public back to the theatres.

Details of the project which encompasses the Theatre Owners of America, the Motion Picture Assn. of America and their members were outlined at a news conference in New York Tuesday by Roger Lewis, advertising director of United Artists Corp. and a member of the advertising-public relations committee for the campaign. Mr. Lewis revealed that the "opening gun" in the all-industry push will be television sponsorship of the Motion Picture Academy Awards presentation on NBC-TV March 26. The 90-minute broadcast and spot announcements in weeks preceding the show will cost more than $600,000, according to Mr. Lewis.

Approximately $300,000 is earmarked for a six-month campaign on radio, starting in April, Mr. Lewis revealed. The remainder of the budget, he said, will be spent on newspapers ($950,000) public relations ($150,000) and administrative expenditures ($250,000).

Six agencies will be used on the campaign, which will be tied to the slogan, "Get more out of life—go to a movie." Mr. Lewis stressed that copy on radio and in newspapers will not be institutional but will be "full of sell" to induce people to attend their local theatres. The agencies on the project are Donahue & Coe, Buchanan & Co., Cunningham & Walsh, Blaine-Thompson Co., Charles Schlaifer & Co. and Monroe Greenthal Co.

The decision to use radio, Mr. Lewis reported, was prompted by a test campaign of the medium several months ago in Rochester and Denver. He said the results were "so satisfactory" that the committee was persuaded to use the medium for this all-out campaign.

TOA and its members will contribute $1.15 million of the budget and MPAA and its members will match this figure. MPAA consists of producers and distributors and TOA of motion picture exhibitors.

McGannon Outlines WBC Policies As Radio Spokesman Before RTES

Westinghouse Broadcasting Corp. believes its radio philosophy of independent operation must stand the "test of time" by continuing "side by side" with programming of radio network affiliates for some years.

The speaker outlining Westinghouse's radio position last week was WBC President Donald H. McGannon who also appeared as spokesman for the radio industry at the Radio & Television Executives Society timebuying and selling session held in New York.

Mr. McGannon said radio in the past 2-3 years has risen from the "critical state" and "is now the come-back story of the year."

He asserted that since WBC terminated its affiliation agreements with NBC Radio in July 1956, the company has not yet fully realized a dominant position in all markets but "though we are not No. 1 in every market, we are close enough to it to warrant the thought that we have the momentum to take us there."

TIME & SPACE

The agency business is incorporating the new challenge of the Rocket Age in its everyday "language," claims Reach, McClinton, New York. The agency in its *Reading Matter*—house organ circulated to the agency's staff and to clients—offered the latest Madison Avenue-isms, as heard in New York. Inspired by Project Vanguard were: "Let's give this thing a little more propulsion and get it off the launching pad" and "Let's shoot this one up and see if it orbits."

On WBC's "behind-the-scenes" night programming concept, which the firm calls "lateral programming" and bears the title *Program PM*, Mr. McGannon declared, "We are off the hook in money" and that it was "encouraging in the advertising" being received.

He said broadcasters expect from agencies more creativity in advertising messages, a diversification of the messages, "leaders in trends and not followers," the use of announcers who fit the products and the audience and beyond that he warned advertisers to "avoid blatancy," talking down to the audience, and extravagant product claims.

"Don't tax the audience, with overlong commercials," he pointed out, "or, worse yet, by trying to jam 70 seconds of copy into a 60-second commercial."

BC&G Tests Symbols for SP; Results Termed 'Inconclusive'

"Inconclusive at best" was the evaluation of subliminal projection after a controlled test administered to executives and staff members of Botsford, Constantine & Gardner, Seattle, at the annual agency meeting Feb. 1.

Fifty-six BC&G staffers from the company's four offices in Seattle, San Francisco, Portland, Ore., and New York, took part in the experiment.

The evaluation of "inconclusive" was made by the radio-tv director of the agency, John Heverly, who conducted the test. Other opinions ranged from "absolute humbug" to "not a fair test."

Ostensibly, the agency staffers were watching a screening of *Target*, a half-hour Ziv production to be launched soon in 39 markets by BC&G client Olympia Brewing Co., Olympia, Wash. Actually, the screening also was the vehicle for an experiment in subliminal projection.

Mr. Heverly had arranged for the Chevrolet logotype to be flashed subliminally on the screen during the Ziv program. Using a second film projector, he had inserted one frame bearing the symbol in a film loop of black leader. As the leader ran through, no image was projected, but every seven seconds the single frame bearing the symbol was superimposed on the *Target* film, a total 255 times during the showing.

The second projector had been re-wired with a rheostat in the lamp circuit, enabling the light to be dimmed until it was just below the level of visibility.

After the showing, Mr. Heverly explained what had been done and passed out ballots containing five well-known trademarks. Viewers were asked to mark which symbol he had seen; each was requested at least to hazard a guess. Final tabulation: Tuberculosis Assn. cross, 12; Coca-Cola, 10; Seven-Up, 5; Chevrolet (the correct answer), 5; Shell Oil, 4, and nothing, 4.

Mr. Heverly had studied the SP experiments at WTWO (TV) Bangor, Me., and felt the "ineffectiveness" of the station's effort might have been due to the use of words rather than symbols. Hence the use of the Chevrolet symbol for the experiment.

Bon Ami Names Weiss & Geller As Agency in Surprise Move

The $1.6 million Bon Ami cleanser account—"at liberty" since late last year when it resigned Erwin Wasey, Ruthrauff & Ryan—has settled upon Weiss & Geller, New York, Bon Ami President V. D. Dardi announced Friday.

Mr. Dardi also announced that Bon Ami's entire marketing program is due for expansion and that the firm shortly would unveil a new product. The firm's last new product, Bon Ami Jet-Spray, was introduced in the fall of 1956, shortly after the account left Norman, Craig & Kummel for Ruthrauff & Ryan. Mr. Dardi also said that Bon Ami powder would come in for stepped-up advertising.

The expanded campaigns will include all media, with television and newspapers receiving the bulk of the allocations. The account last year was estimated at about $1.6 million, with approximately two-thirds in spot radio and spot television activity.

Census to Revise Definition Of Standard Metropolitan Area

Definitions of standard metropolitan areas are being revised by the U. S. Budget Bureau in anticipation of the 1958 manufacturing and distribution censuses, to be taken in 1959, and the 1960 decennial population census. The work is being done by the Federal Standard Metropolitan Area Committee, with Peyton Stapp as chairman.

The committee has been studying metropolitan area development nearly two years and expects to submit tentative definitions for each area within two or three months. These will be subject to review. In essence, the committee decides what counties should be included in each of about 200 metropolitan areas. The Census Bureau will follow these definitions in collecting its manufacturing-distribution and population data in 1959 and 1960. Data submitted by local business groups receives committee study in its redrawing of metropolitan area boundaries.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

WEST COAST TARGET • Olympia Brewing Company (Olympia beer), Olympia, Wash., will sponsor half-hour, Ziv-produced dramatic program, *Target*, on 41 stations in 39 west coast markets, starting first week in April. Schedule calls for alternate-week sponsorship for 52 weeks. Markets to be covered are in Washington, Oregon, Idaho, California, Nevada, Arizona, and Alaska and Hawaii. Agency: Botsford, Constantine & Gardner, Seattle.

SOMETHING BREWING • Miller Brewing Co. (Miller High Life beer) and Clark Oil & Refining Co., both Milwaukee, will co-sponsor Braves radio coverage in 1958, with Miller recipient of five-year contract rights. WTMJ and WEMP, both Milwaukee, again are local outlets. Agency for Miller and Clark, co-sponsors past few years, is Mathissonn & Assoc., same city. Braves will permit no local tv but has agreed to participate in NBC-TV *Game of the Week*.

Miller also understood to have signed 26-week pact with ABN for spring spot schedule though details not revealed.

FRIENDLY PERSUASION • Quaker State Oil Refining Corp., Oil City, Pa., has signed for sponsorship of Mutual's *Game of the Day* broadcasts as well as six, five-minute week-end sports programs in those cities where MBS, under its major league baseball agreements, will not permit affiliates' broadcasts of program. Order, placed by Kenyon & Eckhardt, N. Y., is for 26-weeks.

OUTBOARD ACTION • Johnson Motors (outboard motors), Waukegan, Ill., in addition to full sponsorship of NBC-TV's Feb. 6 *Bob Hope Show* (Thurs. 8:30-9:30 p.m.) has taken half-hour of March and April *Hope* shows (Sun. March 2, 9-10 p.m.; Sat., April 5, 9-10 p.m.). Co-sponsors for these two programs not announced. Agency for Johnson Motors is J. Walter Thompson Co., Chicago.

STOGIE SCHEDULE • General Cigar Co. (White Owl cigars), N. Y., has picked up alternate quarter-sponsorship of San Francisco Giants' '58 schedule, to be broadcast on KSFO San Francisco and Golden West network. Other sponsors already signed: Falstaff Brewing Corp., Folger's Coffee. Agency for General Cigar Co. is Young & Rubicam, N. Y.

PLANNING AHEAD • American Tobacco Co., N. Y., has bought CBS Television Film Sales' comedy film series, *The Brothers*, as summer replacement for *Jack Benny Show* on CBS-TV. Series, starring Gale Gordon and Bob Sweeney, is about brothers who run photo shop. It was produced by Desilu and first on CBS-TV in 1956-57 season.

TRIPLE IMPACT • CBS Radio's "Impact" buying plan picked up some new business. Grove Labs., St. Louis, added 60 "Impact" segments effective March 9. Agency: Cohen & Aleshire, N. Y. Dodge Div., Chrysler Corp., ordered four weekly segments for four weeks effective Feb. 1 through Grant Adv., Detroit. General Mills, Minneapolis, took four weekly "Impact" segments for 10 weeks starting March 22 and six segments per week for 13 weeks starting May 31 after expiration of first order. Agency: Dancer-Fitzgerald-Sample, N. Y.

HI-HO, SILVER • Colgate-Palmolive Co., N. Y., yesterday (Sunday) began picking up third of four advertising segments of ABC-TV's *Lone Ranger* (Sun., 5:30-6 p.m.) on behalf of its Colgate dental cream. Ted Bates & Co. is agency. Effective March 2, Cracker Jack Co. will pick up fourth segment through Rogers & Smith, Chicago.

REYNOLDS RENEWALS • R. J. Reynolds Tobacco Co. (Camel, Winston cigarettes), Winston-Salem, N. C., has renewed sponsorship of 23 weekly newscasts on American Broadcasting Network. With General Mills Inc. (Cheerios), Minneapolis, Reynolds will co-sponsor six Saturday and four Sunday *Weekend News* broadcasts starting March 22. Also under same renewal is co-sponsorship by Reynolds of an additional eight *Weekend News* programs and five *Weekday News* (Mon.-Fri., 5:40-5:45 p.m.). Wm. Esty Co., N. Y., is agency for Reynolds; Dancer-Fitzgerald-Sample, N. Y., for General Mills.

ANOTHER TONI TAB • Toni Co., Chicago, will sponsor *Wingo*, new quiz type program, Tues., 8:30-9 p.m. on CBS-TV, effective April 1. North Adv., N. Y., is agency.

DAY & NIGHT • *Today* and *Tonight* both brought in new business for NBC-TV. New buys on *Today:* Rock of Ages Corp. (monuments), Barre, Vt., through Harold Cabot & Co., Boston, is using 10 participations scheduled between Feb. 1-June 30; Osrow Products Inc. (mechanical home and car washer), Glen Cove, N. Y., through Gore-Smith & Greenland, N. Y., has signed for eight participations between March 7-June 13. Bird & Son (roofing, flooring supplies), East Walpole, Mass., has placed $300,000 order for 56 participations on *Today* and 21 on *Tonight* for the period April 1-Nov. 24. Agency: H. B. Humphrey, Alley & Richards Inc., Boston.

Other new business for *Tonight:* General Foods Corp. (Postum), White Plains, N. Y., has taken 52 participations effective immediately to run through April 28. Agency: Young & Rubicam, N. Y.; Polk Miller Products Corp. (Sargeant's dog care products), Richmond, Va., has scheduled 17 participations for June 2-Sept. 5. Agency: N. W. Ayer & Son, Philadelphia.

BUSY WITH FLOORWAX • Continental Wax Co., Terre Haute, Ind., planning $300,000 saturation spot tv drive early this month for state-by-state introduction of new Grip-Kote 60-day floorwax. Involved are 40 stations in all major markets in Texas, Florida, Oklahoma and Louisiana. Agency, Product Services, N. Y., is planning to spend $75,000 and four weeks in tv spot per state.

Tv's Changing 'Rate of Climb' No Cause for Crisis: McGannon

Westinghouse Broadcasting Co. is "unimpressed by today's talk of softness in television," its president, Donald H. McGannon, declared last week.

Mr. McGannon in a talk on radio before the Radio & Television Executives Society's timebuying and selling seminar in New York (see page 74) for a brief interval dwelled on television. WBC is the owner of six radio and five tv outlets in key markets.

Noting that radio—after pessimists had consigned it to the grave—"is now the comeback story of the year," Mr. McGannon asserted:

"And the sowers of doom are now talking about television and what they consider to be softness in the industry.

"Just as we had some hopes for radio, we are similarly unimpressed by today's talk of softness in television. It is our opinion for what it is worth, that we are experiencing simply a change in 'rate of climb.'

"There isn't anyone . . . in any part of the television business who had a right to expect a continuation of television's phenomenal rate of growth. What you are seeing is a maturing process and it is to be expected that television's growth in the future will be slower, but steadier."

W. Va. Ad Tax Threat Expires

A threat to extend current consumer sales taxation to West Virginia advertising evaporated for the present, at least, last Thursday night. The measure, introduced in the State House of Delegates, had gone to the Senate. However, it was tabled in committee there and expired when the legislature adjourned Thursday night.

Unlike direct advertising taxation efforts in other areas [ADVERTISERS & AGENCIES, Feb. 3], the West Virginia bill proposed to extend a 2% consumer sales tax to advertising by removing a current exemption on the products and services that retailers use in the conduct of business.

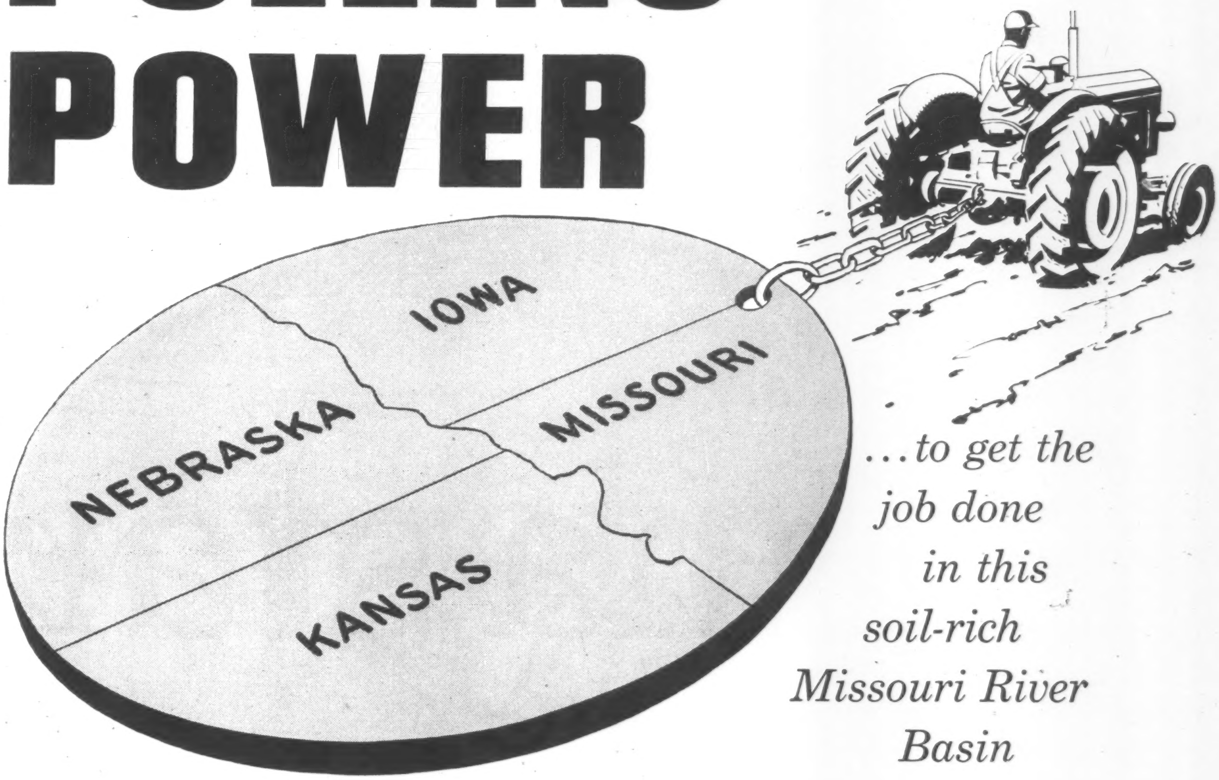
Tom Garten, assistant general manager of WSAZ Inc. (WSAZ-AM-TV Huntington-Charleston) and president of the West Virginia State Broadcasters Assn., however, pointed out Thursday that there are no assurances that the proposal might not be resurrected at next year's session.

Mathes Seen as VW Agency

Volkswagen G.M.B.H., Wolfsburg, Germany, which several weeks ago instructed its U. S. subsidiary, Volkswagen of America Inc., to go out and find an agency [ADVERTISERS & AGENCIES, Jan. 20], is close to making a decision. At this moment, Heinz Nordhoff, president of the German parent firm, is being asked—by letter from its U. S. branch—to approve the latter's choice of an agency. All indications point to J. M. Mathes Co., New York, since it appears that Mathes is the only agency (out of four screened) that has not been told of its elimination. Among the others talked to: Anderson & Cairns and Roy S. Durstine Inc., both New York.

You need the RIGHT

PULLING POWER



...to get the job done in this soil-rich Missouri River Basin

A **BIG 69%** of the people live on highly productive farms or in small towns of 2500 or less!

FARM-WISE programming, 33 years of prestige and an acute awareness of the needs and wants of the BIG 69% are some of the reasons why the latest area Pulse shows that —

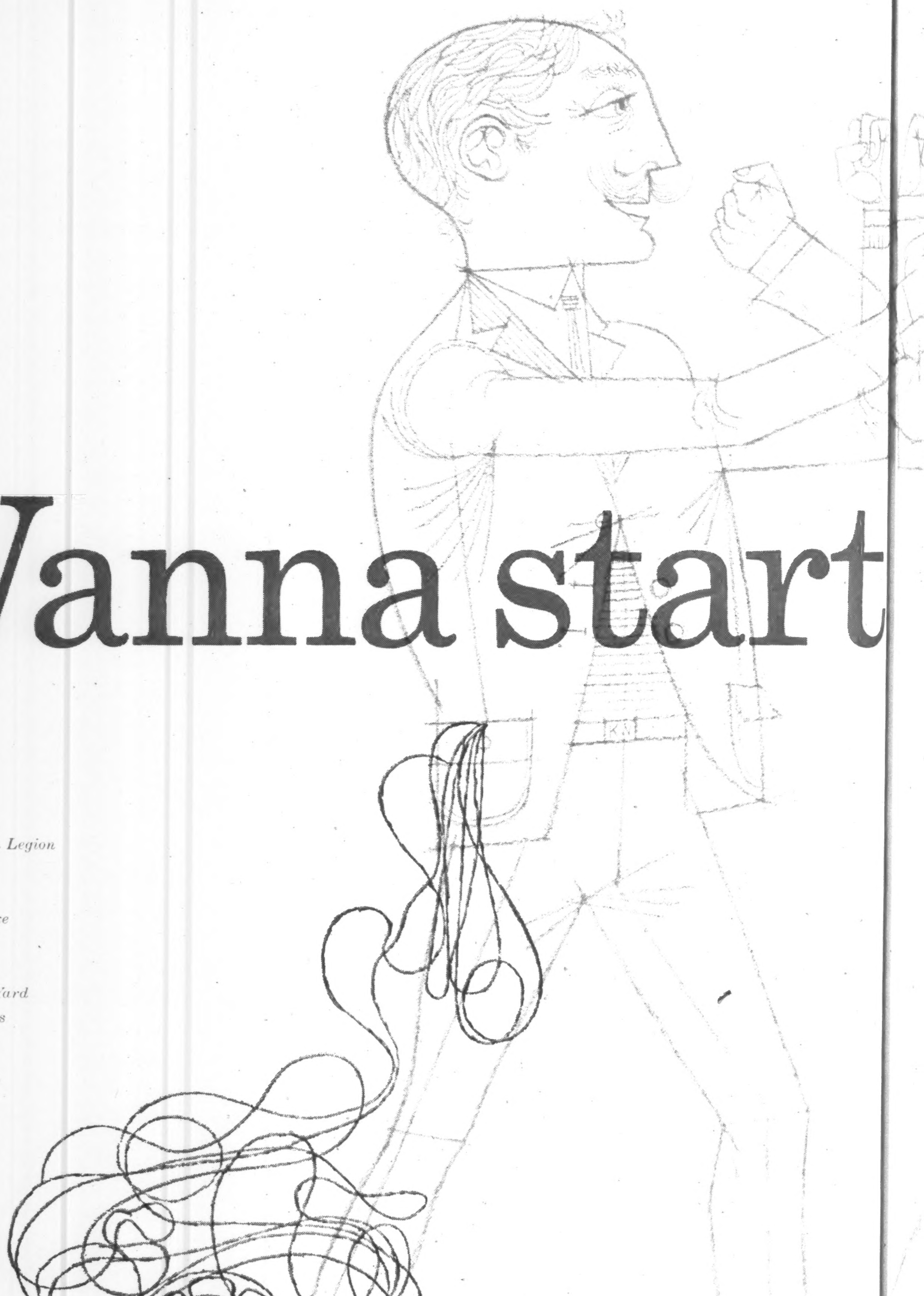
MORE PEOPLE prefer KMA for Farm Programming — for News — for Weather — for Music — and prefer KMA Homemakers.

THAT'S WHY your sales message gets results on KMA—the friendly station that reaches the BIG non-urban 69%.

THE HEART BEAT OF THE CORN COUNTRY **K M A SHENANDOAH, IOWA**

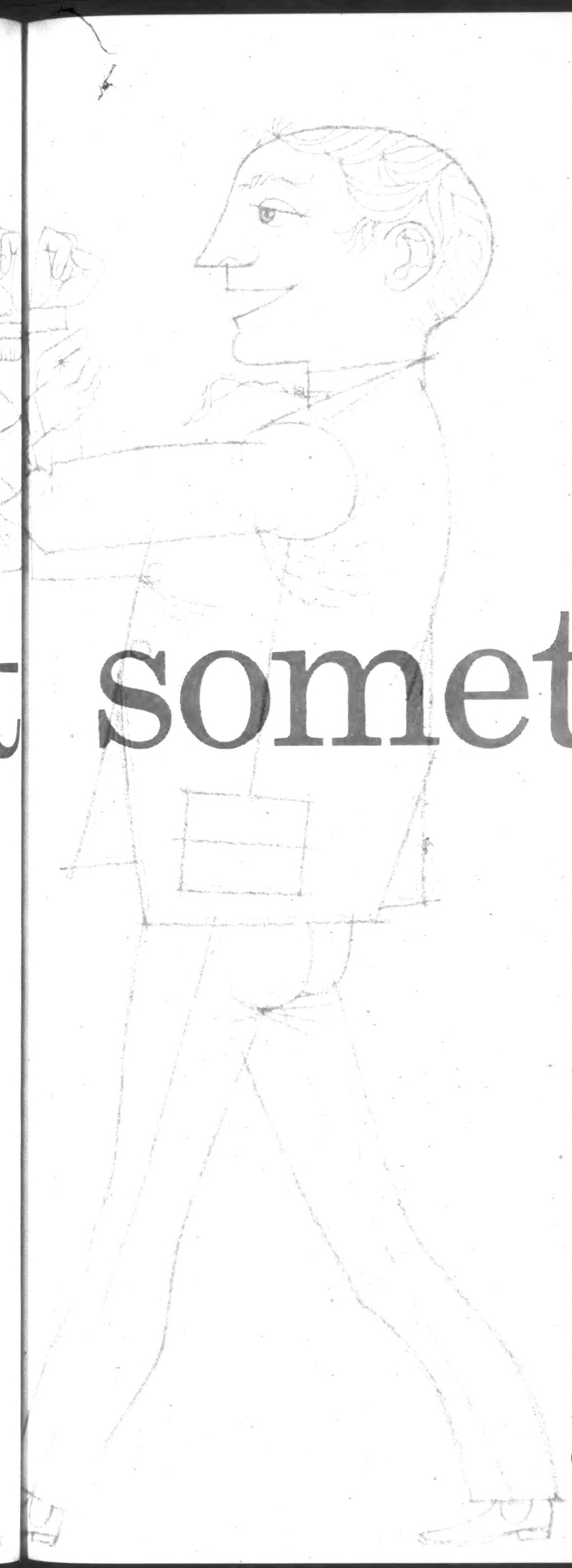
5000 WATTS, 960 KC ABN
AFFILIATED WITH K M T V CHANNEL 3 OMAHA
Represented by
EDWARD PETRY & CO., INC.

Wanna start



Program series
now available:

Amos 'n' Andy
Annie Oakley
Assignment Foreign Legion
Brave Eagle
Buffalo Bill Jr.
Cases of Eddie Drake
Champion
Colonel Flack
Fabian of Scotland Yard
Files of Jeffrey Jones
Fire Fighters
Gene Autry
The Gray Ghost
The Honeymooners
Life With Father
Mama
Navy Log
Our Miss Brooks
San Francisco Beat
Terrytoons
Whirlybirds
The Whistler
and Newsfilm,
a product of
CBS News



something?

We'll help you.

If the time's ripe for aggressive action...if you want to start a sales campaign that'll wallop your competition, contact us pronto. We are uniquely equipped to custom-produce a hard-hitting sales campaign for you.

Fact is, we've been starting new television *trends* for years. We originated the first Western series made for television (Gene Autry); the first and only Western with a female star (Annie Oakley); the first "documentary" service show (Navy Log); the first air-age series (Whirlybirds); the first Civil War series (The Gray Ghost). And there are more pace-setters in production right now.

Maybe one of our current or upcoming program series will fit your aggressive sales plans. If not, we'll produce one *that will.* The point is, when you want to start something, start with a call to...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

AGENCY APPOINTMENTS

Whitehall Pharmacal Co. has named Lawrence C. Gumbinner Adv. for Neet depilatory. New account formerly handled by Ruthrauff & Ryan.

Fisher Pen Co., Forest Park, Ill., names Don Kemper Co., Chicago.

Goetz Brewing Co., St. Joseph, Mo., has named John W. Shaw Adv., Chicago, to handle its Country Club products and has appointed Stromberger, LaVene, McKenzie for western area.

Leeds Chemical Products Co. (M-O-Lene rug cleaner, Wool-O-Lene cold water fluff soap, Robot Gardener lawn care device, Dyna-Green chemical product), Chicago, names Livingston & Assoc. Company's $550,000 budget reportedly leans heavily on broadcast media. Major portion of 1958 allocation will be in radio and tv, according to **Maury Mayber,** Leeds' vice president in charge of advertising; radio and tv each will command over 25% of budget. Leeds' account previously was divided between Leeds & York and Arthur Meyerhoff & Co., both Chicago.

Helwig & Letich Div., Jewett & Sherman Co., has named W. B. Doner & Co., Baltimore, to handle its Majestic line of food products.

Greater Washington Metropolitan Chevrolet Dealers Assn., Washington, D. C., has appointed Ketchum, MacLeod & Grove, that city.

Santa Fe Wine Co., Los Angeles, on March 1 moves its advertising from Dan B. Miner Co. to Cole, Rischer & Rogow, Beverly Hills, Calif.

Geriatric Research Labs, Chicago, appoints Olian & Bronner, that city, to handle advertising for its Over Fifty Capsulets, vitamin compound.

Southeast Life Insurance Co., Miami, has named Southern Adv., that city.

Goldfarb's Arcadian Gardens Inc., N. Y., (cut flowers and plants) appoints Paris & Peart Inc.

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for Jan. 5-11

Rank		Rating
1.	*Gunsmoke*	49.7
2.	*Perry Como*	43.4
3.	*Tales of Wells Fargo*	42.7
4.	*Wyatt Earp*	38.1
5.	*I've Got a Secret*	37.8
6.	*Have Gun, Will Travel*	36.9
7.	*Restless Gun*	36.7
8.	*Wagon Train*	36.4
9.	*Danny Thomas*	36.2
10.	*Father Knows Best*	35.1
	Lassie	35.1

Rank		Viewers (000)
1.	*Gunsmoke*	51,290
2.	*Perry Como*	50,670
3.	*Steve Allen*	42,920
4.	*Tales of Wells Fargo*	39,390
5.	*Have Gun, Will Travel*	38,470
6.	*Wyatt Earp*	37,260
7.	*GE Theatre*	36,950
8.	*Wagon Train*	36,930
9.	*Lassie*	36,230
10.	*Father Knows Best*	36,160

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VIDEODEX

TOP 10 NETWORK PROGRAMS

Tv Report for Jan. 2-8

Rank		% Homes
1.	*Gunsmoke*	35.5
2.	*Perry Como*	33.8
3.	*Lucy-Desi Show*	32.0
4.	*Danny Thomas*	30.0
5.	*I've Got a Secret*	29.9
6.	*Have Gun, Will Travel*	29.2
7.	*Climax*	28.5
8.	*GE Theatre*	28.4
9.	*Wells Fargo*	28.3
10.	*Wyatt Earp*	28.2

Rank		No. Homes (000)
1.	*Gunsmoke*	12,617
2.	*Perry Como*	11,814
3.	*Lucy-Desi Show*	11,223
4.	*I've Got a Secret*	10,753
5.	*Danny Thomas*	10,594
6.	*Climax*	10,203
7.	*Tenn. Ernie Ford*	10,004
8.	*Have Gun, Will Travel*	9,993
9.	*GE Theatre*	9,944
10.	*Wells Fargo*	9,710

Copyright Videodex Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Dec. 29-Jan. 11

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Rose Bowl Game*	20,528
2.	*Lucille Ball & Desi Arnaz*	20,273
3.	*Gunsmoke*	19,508
4.	*Perry Como Show*	17,085
5.	*Orange Bowl Game*	17,043
6.	*Tales of Wells Fargo*	16,363
7.	*Danny Thomas Show*	16,235
8.	*GE Theatre*	16,023
9.	*World Champ. Pro-football*	16,023
10.	*Ed Sullivan Show*	15,640

Rank		% Homes*
1.	*Rose Bowl Game*	49.2
2.	*Lucille Ball & Desi Arnaz*	48.6
3.	*Gunsmoke*	46.8
4.	*Perry Como Show*	41.2
5.	*Orange Bowl Game*	40.8
6.	*Guy Lombardo Show*	40.4
7.	*Tales of Wells Fargo*	39.9
8.	*GE Theatre*	39.1
9.	*Danny Thomas Show*	39.0
10.	*World Champ. Pro-football*	39.0

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	18,785
2.	*Lucille Ball & Desi Arnaz*	18,190
3.	*Tales of Wells Fargo*	15,513
4.	*Danny Thomas Show*	15,343
5.	*GE Theatre*	14,960
6.	*Have Gun, Will Travel*	14,578
7.	*I've Got a Secret*	14,535
8.	*Alfred Hitchcock Presents*	14,153
9.	*You Bet Your Life*	13,600
10.	*Perry Como Show*	13,345

Rank		% Homes*
1.	*Gunsmoke*	45.1
2.	*Lucille Ball & Desi Arnaz*	43.6
3.	*Tales of Wells Fargo*	37.8
4.	*Danny Thomas Show*	36.9
5.	*GE Theatre*	36.6
6.	*Have Gun, Will Travel*	35.4
7.	*I've Got a Secret*	34.7
8.	*Alfred Hitchcock Presents*	34.5
9.	*You Bet Your Life*	32.7
10.	*Wyatt Earp*	32.3

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's Broadcasting tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Steve Allen (NBC-150): S. C. Johnson & Son (NL&B), Greyhound (Grey), U. S. Time Corp. (Peck), Sun. 8-9 p.m.

Lucille Ball-Desi Arnaz (CBS-191): Ford (JWT), Tues. Jan. 3, 9-10 p.m.

Climax (CBS-162): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

Father Knows Best (NBC-105): Scott Paper (JWT), Wed. 8:30-9 p.m.

Ford Show (NBC-162): Ford (JWT), Thurs. 9:30-10 p.m.

GE Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R) alternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates), alternating, Sat. 9:30-10 p.m.

Alfred Hitchcock Presents (CBS-145): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Guy Lombardo (CBS-10): Clairol (FC&B), Dec. 31, 11:15 p.m.-12:15 a.m.

Orange Bowl (CBS-170): Bristol-Myers (DCS&S), R. J. Reynolds (Esty), Carter (Bates), Jan. 1, 1:40 p.m. to conclusion.

Restless Gun (NBC-107): Warner-Lambert SSC&B), Mon. 8-8:30 p.m.

Rose Bowl (NBC-188): Gillette (Maxon), Jan. 1, 4:45-7:30 p.m.

Ed Sullivan (CBS-174): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (NBC-152): Lewis-Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8:30 p.m.

Wells Fargo (NBC-147): Buick (Kudner), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

World Champ. Pro-football (NBC-183): R. J. Reynolds (Esty), Pontiac (MJ&A), Dec. 29, 1:45-4:30 p.m.

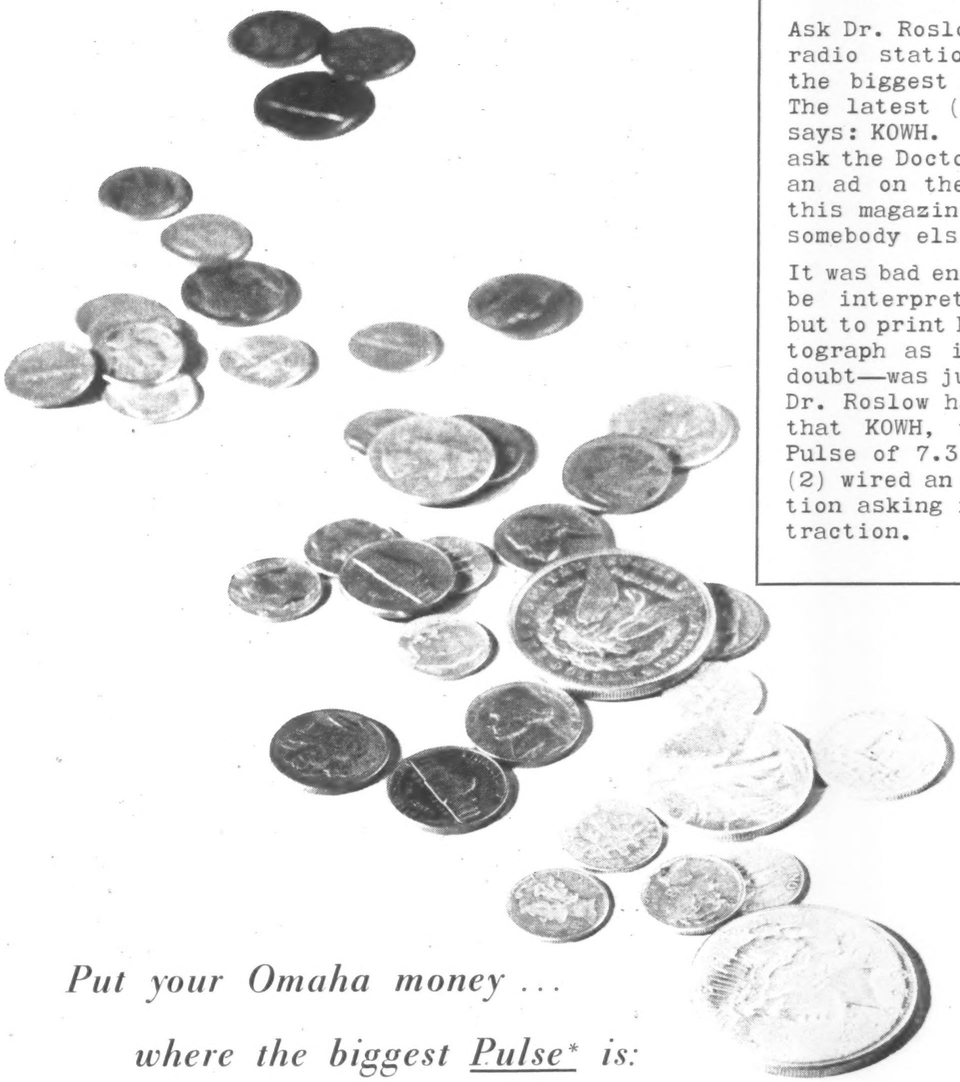
Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

You Bet Your Life (NBC-177): De Soto (BBDO), Toni (North) alternating, Thurs. 8-8:30 p.m.

Ask Dr. Roslow

Ask Dr. Roslow of Pulse which radio station really enjoys the biggest Pulse in Omaha. The latest (December) report says: KOWH. But we had to go ask the Doctor again, because an ad on the front cover of this magazine last week said somebody else was first.

It was bad enough for Pulse to be interpreted incorrectly; but to print Dr. Roslow's photograph as if to remove all doubt—was just too much. So Dr. Roslow has (1) confirmed that KOWH, with an average Pulse of 7.3, is first*; and (2) wired an Omaha radio station asking for a public retraction.



Put your Omaha money ...

where the biggest Pulse is:*

KOWH . . . for seven consecutive years at the top in daytime Omaha radio, thanks to programs and personalities that get through to people. Good coverage, too, on 660 kc. Become an Omaha success story. Talk to Adam Young or KOWH General Manager Virgil Sharpe.

* *Dec. - 1957, 7 a.m.-6 p.m., Mon.-Sat.*

KOWH OMAHA

Represented by Adam Young Inc.

A BITTER WEEK FOR THE CHAIRMAN

Doerfer, other FCC members on trial before Schwartz; more to come

Dr. Bernard Schwartz, chief counsel of the House Legislative Oversight Subcommittee, spent three days in open hearings last week trying to prove that FCC Chairman John C. Doerfer is unfit to hold that office.

The embattled chief counsel also was hard-pressed to defend his tactics against repeated attacks by individual members of his own subcommittee and the FCC Commissioners. His success on both counts, if any, is dubious at the moment.

The hearings, presided over by Rep. Morgan Moulder (D-Mo.), also were featured by sharp and bitter exchanges between the accuser—Dr. Schwartz—and the accused—Comr. Doerfer and the other commissioners. And, at times, the witness was all but forgotten as the members of the committee exposed their strife-torn ranks to the public.

Furnishing reams of "sensational" copy for the many reporters covering the hearings were frequent, acid clashes among all principals involved. Brought forcibly to the forefront was the fact that Dr. Schwartz has been operating completely independent of the committee members (with possibly two exceptions), keeping them as much in the dark as those he is accusing of misconduct. During the hearings, all of the committee members except Chairman Moulder, Rep. John Moss (D-Calif.), a devout Schwartz follower, and Rep. Peter Mack (D-Ill.), who missed much of the testimony, at one time or another attacked their chief counsel's tactics and methods of questioning Comr. Doerfer.

FAMILIAR TRIO: *FCC Chairman Doerfer, flanked by General Counsel Warren Baker (l) and legislative assistant Joe Sitrick, spent three days in these seats last week as Counsel Bernard Schwartz grilled the chairman on his relations with the industry.*

The other commissioners were scheduled to testify last week also, but only Comr. Doerfer came face to face with his adversary. Comrs. Rosel H. Hyde and Robert T. Bartley made repeated demands to face the charges against them, but with one exception, were turned back in every attempt. They will have to wait until this week.

Hearings are scheduled to resume today (Monday) with other commissioners and former commissioners scheduled as witnesses as Dr. Schwartz continues to put teeth into his charges all but two of the commissioners have been guilty of malfeasance, official misconduct, fraternization with industry figures, impropriety and fraud against the government. (The two commissioners not facing charges are T. A. M. Craven and Frederick W. Ford.)

However, the FCC also is scheduled to testify at 10 a.m. this morning (Monday) before the House Independent Offices Appropriation Subcommittee. The subcommittee was to hold an executive meeting last Friday morning [AT DEADLINE, page 9] to decide definitely on next week's schedule and to air the rift within the committee.

Other members of the subcommittee, in addition to those already mentioned, are Democrats: Rep. Oren Harris (Ark.), chairman of the parent Commerce Committee, ex-officio, Rep. John Bell Williams (Miss.) and Rep. John J. Flynt Jr. (Ga.). Republicans: Rep. Charles Wolverton (N. J.) ex-officio, Rep. Joseph P. O'Hara (Minn.), Rep. Robert Hale (Me.), Rep. John W. Heselton (Mass.) and Rep. John B. Bennett (Mich.), Dr. Schwartz's severest critic last week.

Essentially, here is the case Dr. Schwartz presented last week against Chairman Doerfer:

- That he received industry reimbursement for an October 1954 trip to Oklahoma City and Spokane, Wash., totaling $1,081, plus $296 from the government for the same trip, constituting a "tripling-up" of expenses.
- That he collected reimbursement from both industry and government for an August 1954 speaking engagement to Georgia and West Virginia.
- That he made several other trips for which he collected both from the government and from the industry.
- That he was the guest of broadcaster George B. Storer for a week's vacation in Florida and flew in the multiple-station owner's private plane.
- That he was the guest of an airline for a three-day golfing trip at Pinehurst, N. C.
- That he had attempted to hide facts from the subcommittee and had refused to cooperate with its staff.

Comr. Doerfer readily admitted to all the trips Dr. Schwartz asked him about, but stoutly defended his actions as proper and becoming to a commissioner. He claimed that in no instance had the industry paid his entire expenses on any trip; that he always combined appearances at industry conventions and speaking trips with legitimate government business; that he had accepted honorariums on numerous occasions which are permitted under law. He stoutly and dramatically defended his honesty, integrity and conduct as a commissioner.

The expected fireworks, which failed to materialize during "general" hearings 10 days ago [LEAD STORY, Feb. 3], exploded at the start of hearings Monday. Comr. Doerfer, who had expected to be the first witness, immediately asked permission to answer attempts by Dr. Schwartz to "smear" his reputation with distortion and innuendo".

After repeated requests to be allowed to make a statement, the FCC chairman was silenced so the chief counsel could call his first witness.

The first witness, Oliver Eastland, assistant chief investigator of the subcommittee, identified several exhibits concerning reimbursements to Comr. Doerfer for his October 1954 trip to Oklahoma City, Spokane, Wash., and back to Washington, D. C. They were: (1) Government authorization for Comr. Doerfer's trips; (2) government travel voucher for the Oklahoma City to Spokane to Washington portion of trip for $240.65; (3) voucher claiming $55.50 government reimbursement for expenses; (4) voucher showing government indebtness to American Airlines for, among others, Doerfer's trip; (5) government check for $792.80 to American Airlines paying exhibit No. 4 (above), and (6) government check for $55.50 to Mr. Doerfer paying for exhibit No. 3 (above).

Mr. Doerfer interrupted to give his version and was silenced. Some committee members objected because they had no copies of exhibits.

Attorney Frank Fletcher next appeared for his client, Edgar Bell, executive vice president of KWTV (TV) Oklahoma City. KWTV's records on the Doerfer trip to Oklahoma City for the dedication of the

NOONTIME, RFD

or how to tell a cowboy from a pioneer

(Note: This is about a WMT program and don't say you weren't warned)

Time: 12:45-1:15 p.m. Monday through Saturday

Along about 12:44 practically everybody around the station picks up a musical instrument and blows, bangs, bongs or beats for this stirring daily event. Three musical units hold forth: Tom Owens Cowboys *M-W-F;* Leo and the Pioneers *T-Th* (Downbeat chose them No. 1 among Westerns); Howdy Roberts' Band *Sat.* They blow so many decibels we need an extra engineer to ride gain. Regular appearances are made by Sunny Sue, song singer; Marlan Peterson, singing girl-type farmer; the Sobaski Twins, strolling troubadors.

Commercials: Handled by Ford Roberts, emcee; ETs, straight reading or worked into show format, as desired.

Cost: Minute participation at card rate; qualifies for multi-spot plan. Available for complete sponsorship of segments at card rate plus talent charge.

Sell: Fun-filled program offering well-loved midwest musical entertainment at peak of farm-listening time. Accent on music; weather summary and birthday and anniversary segment also featured. On air twenty years. It's spectacular. Sign here.

WMT • Mail address: Cedar Rapids • CBS Radio for Eastern Iowa • 600 kc • National Representatives: The Katz Agency station's new tower had been subpoenaed by the committee.

Mr. Fletcher said he recommended that KWTV not furnish the data except under subpoena. Dr. Schwartz asked him to identify the following exhibits:

(7) KWTV authorization for purchase of Mr. & Mrs. Doerfer's airline tickets from Washington to Oklahoma City, $165.12; (8) ledger of Skirvin Hotel, Oklahoma City, showing the Doerfers spent two days there for $34.47; (9) hotel statement showing KWTV paid the $34.47; (10) copy of Oct. 22, 1954, letter from KWTV to Mr. Doerfer enclosing check covering the Doerfers' return from Oklahoma City to Washington; (11) KWTV check to Mr. Doerfer for $165.12, covering return trip to Washington which was never made (Mr. Doerfer three weeks ago returned this check), and (12) letter from FCC chairman to KWTV concerning the trip.

The third witness called, in an attempt to show Comr. Doerfer collected "triple" expenses for his Oklahoma City-Spokane trip, was Robert K. Richards, administrative vice president of NAB at the time of the trip. He testified on money paid Mr. Doerfer by NAB from the Spokane trip.

Mr. Richards, now a Washington public relations consultant, was asked to identify the following exhibits: (13) bill from Hotel Davenport, Spokane, for $141.16 representing the Doerfers' expenses; (14) voucher showing NAB paid this bill; (15) letter from Comr. Doerfer to Mr. Richards confirming $575 figure agreed as "reasonable" for Spokane appearance; (16) memo from Mr. Richards' office to the late C. E. Arney Jr., former NAB secretary-treasurer, asking that $575 check be sent to R. M. Brown, district director of NAB Spokane district meeting, for forwarding to Comr. Doerfer; (17) invoice showing $575 check, and (18) NAB canceled check for $575 made out to Mr. Brown.

Dr. Schwartz, then and later tried to show there was something "unusual" about the way the $575 payment was handled by NAB. He implied there was an attempt to cover up the payment. Mr. Richards denied this, stating the method was merely a bookkeeping matter between NAB and its district.

He stated Comr. Doerfer was reluctant to accept the Spokane engagement. Mr. Richards said he approved payment, felt it reasonable and would have approved much more. The figure was agreed on, the witness testified, after Comr. Doerfer returned to Washington.

How FCC replied to Moulder questions

Subcommittee Chairman Moulder asked the FCC last fall to answer a number of questions relating to relations with the industry. The commissioners at first demurred, asking for a meeting to clarify how detailed their replies must be. After the conference each of the seven FCC members wrote an individual reply. The following are texts of those letters, read into the hearing record last week.

DOERFER LETTER Dec. 30, 1957

On behalf of the FCC, I wish to thank you for the Dec. 16, 1957, conference clarifying the nature of the information requested in your letter of Oct. 3, 1957.

Typical gifts received during the holidays from firms or individuals in the communications field have consisted of a variety of articles ranging from fruit, candies, smokes, ashtrays, fowl, flowers, dates, nuts, paper weights pencils, calendars, books, etc. None of these were ever solicited or suggested by me.

At no time have I borrowed any money from any member connected directly or indirectly with the communications industry.

I have not received any paid vacations from anyone. While on my vacation I have visited some industry and non-industry people—played some golf and tried some fishing with them.

I have had numerous luncheons with various people connected with the communications industry.

In line with my duties both as a commissioner and as chairman, I have attended conventions, conferences, dedications, and demonstrations. On occasion I have accepted honorariums but not in any substantial amounts—and never from a licensee—only from organizations in appreciation of a delivered speech. See Sec. 4(b) of Communications Act of 1934, as amended.

If I can be of further assistance to you, please advise.

HYDE LETTER Jan. 7, 1958

I refer to your letter of Oct. 3, 1957, which was discussed in a subsequent conference which you accorded the members of the FCC.

I have been associated with the Commission since the agency was organized in 1934, either as a staff employee or member. From 1928 until 1934, I served in various positions of the staff of the Federal Radio Commission. I was appointed to the office of commissioner in April of 1946 and was reappointed in 1952.

I have not at any time nor has any member of my family received benefits from any source which could compromise my position or interfere with my efforts to faithfully discharge the duties of my office.

In the course of my duties, I have visited laboratories, test centers, manufacturing plants, radio stations of various types; attended conventions of industry, educational, and governmental groups, and participated in various ceremonies such as presentations of awards, dedicatory, and anniversary programs.

In some instances, a part or all arrangements for travel and hotel accommodations have been made by the association or companies concerned. In a very few instances relating to public events, these arrangements have included provision for my wife to accompany me. Although I have not made an effort to maintain a strict account of expenditures, I am certain that my travel experience has been a matter of considerable personal expense above any governmental allowance or other provision for travel.

I have not at any time directly or indirectly received fees, payments, loans, memberships or vacations from sources having interests subject to the jurisdiction of the Commission.

It is my understanding that you are not interested in courtesies extended in the way of lunches, dinner meetings, nominal gifts such as fruits, promotional gadgets, souvenirs, honorary memberships, resolutions of respect and matters of that character.

BARTLEY LETTER Dec. 24, 1957

First, let me thank you for the opportunity you gave all the members of this Commission to outline the reasons why we felt we could not answer the letter as phrased, and for your sympathetic understanding and helpful suggestions.

As you are no doubt aware, there is nothing unusual about the giving and receiving of greetings and gifts at Christmas time, anniversaries, etc. In no instance, during my nearly six years on the Commission, has anyone stepped beyond the bounds of propriety nor have any gifts been received by me or my family which I considered more than a mere token of courtesy and respect.

I have not borrowed any money since coming on the Commission except from our Employees' Credit Union fund.

I have not been taken on any vacation by anyone else, though I and members of my family have been fishing a number of times with friends, some of whom are in the communications field, usually for only part of a day, and, only two or three times, overnight.

In my official capacity I have attended innumerable meetings, conferences, conventions, demonstrations, etc. It has been my general policy to go on travel orders with the government paying for the travel. In a number of these instances, the organization which I was addressing or conferring with took care of the hotel bill.

In addition to the above, there have been a few instances in which the Commissioners and staff members have been provided transportation, at no expense to the government, to observe and inspect new plant and equipment developments, to study problems confronting licensees and users, or to inaugurate or dedicate a new service. I do not have a list, but some examples of such trips which occur to me are: to Sylvania Electric Products Co. in Emporium, Pa.; Timken Roller Bearing Co. and Thompson Products Co. in the Canton-Cleveland area; RCA Tube Plant in Lancaster, Pa.; American Trucking Assn. in northern New Jersey area; studios of WGAL in Lancaster, Pa.; WVEC in Hampton, Va.

I consider it an essential part of my duties as a Commissioner to learn and know as much as I possibly can about the industries and services which come under our jurisdiction. I believe it is in the public interest for me to do so. One of the most effective ways I know of to keep abreast of this rapidly changing field of communications is to observe it at first hand whenever the press of other official duties does not otherwise prevent it. This has helped provide me with a much clearer understanding of users' needs and problems than I could possibly have obtained through correspondence, reports or written comments. In my judgment, this is a necessary part of the activities of an administrative official regulating an industry as dynamic as communications, if he is to apply what the Supreme Court has referred to as "the disciplined feel of the expert" to the manifold problems coming before him.

LEE LETTER Jan. 2, 1958

Permit me to thank you for your courtesy in seeing the commissioners and permitting us to discuss practically the problems involved with respect to your letter of Oct. 3, 1957.

In my day-to-day activities I have not kept any detailed diary and neither do I have any other records which would enable me to specify or certainly supply any details concerning the matters covered in paragraphs one and two of your letter.

I will attempt to answer more generally and would be happy to discuss any specific matters that you may have in mind.

Since I became a commissioner on Oct. 6, 1953, I can say generally that my family and I have received social amenities from many persons who were interested in the communications field. Conversely, we have extended social amenities to people interested in the communications field. I refer to such things as luncheons, receptions and dinners. Over the years I have received items of a promotional nature, such as ash trays, paper weights, cigarette lighters, etc. I have likewise received, particularly during the holiday season, not only flowers, but some edibles such as were generally typical of a geographical region from which sent, i.e., celery from Michigan, cheese from Wisconsin, etc.

With respect to any and all of the foregoing, it never occurred to me to either prepare a listing or to undertake to attach any value to any of these things. Moreover, I can state categorically that the receipt of these items has not in any way influenced my judgment as a commissioner.

Neither I nor members of my family have received, either directly or indirectly, from any person or group specified in paragraph one of your letter, any loans, fees or other

Comr. Doerfer again attempted to intervene and prompted the first of many heated exchanges among committee members. Rep. John B. Bennett (R-Mich.) asked that, since the proceedings were in the nature of criminal charges, "would it not be customary for the so-called defendant to have the right to ask questions of the witnesses?"

Rep. Moulder denied proceedings amounted to criminal charges and said it was against congressional custom to permit cross-examination. Rep. Bennett then asked if the chief counsel had made criminal charges against the commissioner.

Mr. Richards testified he "assumed" the $575 payment was for the Doerfers' expenses and not an honorarium. When Dr. Schwartz kept trying to draw an admission that the $575 was paid in a "round-about" way, Comr. Doerfer again tried to ask a question and was gaveled to silence. Rep. Bennett and others again sought unsuccessfully to come to Comr. Doerfer's aid.

Rep. Bennett tried to get Rep. Moulder to admit the subcommittee's chief counsel had made charges of a criminal nature against Comr. Doerfer and read the following from charges compiled by Dr. Schwartz:

"This evidence would appear clearly to demonstrate that the object of Comr. Doerfer in charging to the government this travel expenses—for which he was fully, and indeed doubly, reimbursed by private persons—constituted a criminal offense."

Rep. Joseph P. O'Hara (R-Minn.) said Comr. Doerfer should have the privilege of cross-examination. Rep. Moulder demurred.

Rep. O'Hara asked for a point of order on the exhibits. Rep. Moulder overruled, stating the exhibits had not yet been offered as evidence.

Rep. John W. Heselton (R-Mass.) then objected to the rules laid down by the chairman.

Comr. Doerfer: "Do I understand I have no right to object to any——?" Cutting him off in mid-sentence, Rep. Moulder iterated: "The chairman will not permit any more vexatious delays or interruptions."

"I object to the statement of being vexatious——:" Rep. Bennett began. He, too, was cut off as Rep. Moulder snapped: I think your position is clear."

This first open hostility within the committee, just before noon recess, was a forewarning of increasingly antagonistic exchanges to come.

Under questioning by committee members, Mr. Richards said he had been queried in his office by Baron Shacklette, the sub-

payments of any kind, including but not limited to travel, vacations, hotel or other accommodations, memberships, etc.

My financial transactions have been limited to periodic short-term loans from my bank, as well as periodic borrowing from the FCC Credit Union, mainly for the purpose of financing my automobile.

I might add that the only income other than my salary that could conceivably be construed as emanating from my position was an article that I prepared for publication in *Look* magazine several years ago for which I received the customary honorarium in accordance with Sec. 4 (b) of the Communications Act. This was, of course, reported in my income tax return for 1956.

I might add that since my official travel expenses almost without exception exceed the transportation and per diem allowed me by the government, I have reflected these factors in my income tax return for 1956 and intend to follow the same practice for 1957.

Permit me to thank you again for your courtesy in discussing this matter with the Commisson and rest assured that I will be very happy to do everything I can to further the objective of your inquiry.

MACK LETTER Dec. 30, 1957

Reference is made to your letter dated Oct. 3, 1957, reply by the Commission dated Oct. 16, 1957, and conference with you and all the members of the FCC on Monday, Dec. 16, 1957.

Neither I nor any member of my immediate family has received any honorarium, loan, fee or other payment, directly or indirectly, from the time of my appointment to the FCC, July 1, 1955, to the present by or on behalf of any person, firm, corporation, association, organization, or group having any interest, direct or indirect, in any matters subject at any time to the jurisdiction of the Commission.

There have been instances when I have received items such as a box of celery, cheese, phonograph records, candy, cigars, preserves, books, apples, et cetera. I have on occasion attended luncheons, dinners and receptions where my host was a licensee, a network representative, or an attorney who appears before the Commission; also persons engaged in the communications industry such as manufacturers of eletcronics products. In connection with the aforementioned, I have attended such occasions in private homes, restaurants, hotels and clubs.

I hold no memberships in any organization the dues for which are not paid by me personally. I have taken no vacations at the expense of anyone else. I have attended the dedication of television stations and my understanding was that the expenses were paid by the stations including travel and hotel accommodations.

Since I have been a member of the FCC, I have attended two annual conventions of the NARTB in Chicago, and two annual conventions of the National Assn. of Railroad & Utilities Commissoners in Asheville, N. C., and in Memphis, Tenn., respectively. At three of these conventions at which I was present from one to three days, my hotel bill was paid by the association. The jurisdiction and interests of the members of these associations are related to the duties of the FCC.

I have cited to your committee examples of the extent to which I have been associated with the persons, firms, corporations, associations and organizations with which this Commission is concerned.

To date I have not considered it necessary to keep a detailed record on the questions posed by your letter of Oct. 3. 1957. Perhaps I have failed to furnish information on a matter that is of interest to your commitee. If so, please advise me at your convenience.

It is my desire to cooperate with your committee in every way possible.

CRAVEN LETTER Oct. 24, 1957

With reference to your letter of Oct. 3, 1957, my answer to each of your specific questions is "NONE," except as noted herein.

I assume that you did not intend to include within the category of your questions promotional material such as a desk paper weight advertising manufactured products, or other obvious advertising material, or material received at the Christmas season which relates to the product of a state in the form of edibles.

I also assume that you did not intend to include within the category of entertainment such affairs as luncheons of the FCC Bar Association, their annual dinner, other official affairs such as the Gridiron dinner, and similar types of dinners or receptions given by various people connected with the communications industry.

I have made relatively few trips while I have been in office such as attendance at national conventions of the trade associations of the communications industry, visits to communications laboratories, the conference with the governor of Colorado and ex-Sen. Ed Johnson from that state to discuss allegedly illegal television "boosters," and similar trips. While the number of these trips has been somewhat limited due to the shortness of my term in office, I wish to point out that in this rapidly changing dynamic art of communications, I feel it is an essential part of my duties to keep myself informed and to determine various viewpoints of the "grass roots" of the industry. However, on the only vacation I have had since taking office, I made it a point to isolate myself from official duties and any contact whatsoever with industry.

For your information, I should point out that I was nominated for my present position by the President of the U. S. on May 18, 1956, while a partner in the consulting radio engineering firm of Craven, Lohnes & Culver. The partnership was dissolved before I took office on July 2.

My answers set forth above are based upon my understanding of the questions contained in your letter. However, in the event there is other information you seek I am ready to submit any facts which may be of assistance to your committee. Please feel free to call on me at any time.

FORD LETTER Jan. 20, 1958

This is in reply to your letter of Oct. 3, 1957, as chairman of the Special Subcommittee on Legislative Oversight, in which you seek information on whether, since my appointment in August, I or any member of my family have received any loans, fees, benefits, travel, etc., directly or indirectly, from or on behalf of any person or group having any direct or indirect interest in any matters subject at any time to the jurisdiction of the Commission.

Since becoming a member of the Commission, I have received numerous items of a promotional nature, e.g., newspapers, books, ashtrays, magazines, some of which I ignored, others I acknowledged, still others I have read, and all of which had a nominal value. I have attended several luncheons and dinners given on behalf of various organizations in the broadcast industry. These meetings, luncheons, dinners and discussions in my office, etc., have been very valuable to me in becoming acquainted with the various competing contentions concerning problems in the industry, which may or may not come before the Commission for consideration, but nevertheless are an integral part of the business. They have accorded me an opportunity to learn many facets of these problems, of which I did not obtain an intimate knowledge as a member of the Commission's staff for a number of years, and to become acquainted with some of the people in the industry, whom I did not already know. I have also received from organizations in various sections of the country eatables of a perishable nature (some of which had already perished when I received them), the value of which was small and I regarded as an exhibition of regional pride, common to us all for products of the sections from which we come.

Upon my return from a meeting in New York of the Radio & Television Executives Society, one of the broadcast companies brought me home in order that I could attend an event incident to the assumption of control of a broadcast station. I have not engaged in any other travel, vacation, entertainment, hotel, or other accommodations, memberships, etc., at the expense of any of these people who may have some direct or indirect interest in a matter which may come before the Commission, so far as I know.

I have attended a number of social gatherings given by telephone users who have been long time friends and neighbors, but it is my understanding that you are not interested in matters of that kind, nor in stock which may be owned by the church which I attend.

I have obtained two loans since returning to the Commission, both from commercial banking institutions. I have given the details of them to your investigators. To my knowledge these commercial banks are not interested in matters pending before the Commission, but they very well could have some indirect interest. I am not in a position to require the banks to disclose to me their holdings as a condition of making a loan to me, and consequently cannot say what their interest may be. In the past I have not received any honorariums or travel expenses, but I expect to attend ceremonies opening broadcast stations, meetings of broadcasters, inspection of various types of radio and television operations at the expense of the industry, to the end that I may gain as complete an expertise in this field as possible, and my authority for that is the 1922 Attorney General's opinion which has the full force and effect of law.

In the event there is any special matter concerning my personal affairs which you desire amplified, I will be glad to undertake to answer any further questions which you may have.

COUNSEL *Bernard Schwartz (l) in conference with Rep. John Moss, who with Chairman Moulder is one of the two members who consistently side with the counsel.*

committee's chief investigator. He said that, at Mr. Shacklette's suggestion, he detailed the circumstances of Comr. Doerfer's trip in a letter to Dr. Schwartz.

Mr. Shacklette later returned the letter (counsel's exhibit 19) as unacceptable because the words "expenses" and "reimbursement" had not been used. Mr. Richards said he then wrote a second letter he thought would be mutually acceptable, but refused to sign it when "expenses" and "reimbursement" were penciled in.

At this point, Mr. Richards told the committee, "I had been waltzed around the dance floor long enough and I would like to come up and meet the orchestra [Dr. Schwartz]." He said an offer to discuss the matter with the chief counsel never was accepted.

Mr. Richards told both Dr. Schwartz and later Rep. Oren Harris (D-Ark.) that he didn't know exactly what the $575 payment was for but assumed it covered "expenses." not an honorarium.

Rep. Harris thought it was "unusual" Mr. Richards did not know what the payment was for.

The next witness, NAB President Harold Fellows, stated the association had never paid nor considered paying an honorarium to a commissioner. Dr. Schwartz then asked Mr. Fellows if a letter had been drafted for his signature outlining expenses NAB would pay FCC members and specifically banning payment of honorariums to them. Mr. Fellows replied he did not know of such a letter.

He said that although he had issued no instructions to Mr. Richards regarding the payment of a fee or expenses to Comr. Doerfer and his wife, the actual payment had been cleared with him.

The "propriety" of paying honorariums has not been considered by NAB since he has been president, Mr. Fellows said, admitting payments "as high as $500" have been paid public officials in the past. Honorariums have not "been an issue in any way, shape or manner," the witness emphasized.

Chief Investigator Shacklette was asked to identify a letter (exhibit 20) from Mr. Arney to Mr. Brown explaining the $575 payment; a letter (exhibit 21) from Burl C. Hagadone (president of KNEW Spokane) to Mr. Brown on the same subject, and a personal check (exhibit 22) on the account by Mr. Hagadone payable to Comr. Doerfer. Mr. Hagadone was one of the directors of the Spokane meeting.

In his letter, Mr. Hagadone suggested the NAB check be deposited in his personal account and he then would "wait a few days" and send a check on to Comr. Doerfer. "This is going a long way around but should achieve the desired results . . . " Mr. Hagadone said in the letter to Mr. Brown. Just what were the "desired results" was not explained.

Dr. Schwartz asked that the 22 exhibits be made part of the official record, which brought a protest from Rep. O'Hara, who said an appropriate foundation had not been laid for inclusion of the chief counsel's exhibits.

Rep. Moulder ruled the subcommittee would decide on the exhibits later.

Com. Doerfer then was called to testify. He first read a prepared statement, then spoke 10 minutes in an impassioned defense of his actions. He stated:

"We of the FCC are here today to discuss innuendoes that have been leveled against the integrity of the members of the Commission in the newspapers. . . . It is my right as a public official and as a citizen to object strongly to the process of smearing reputations by distortations and innuendo.

"I have now read the so-called confidential memorandum. It is the work of a man who either does not understand or does not wish to understand the responsibilities of the FCC. This memorandum makes it appear that the members of the FCC are judges and only judges. It implies that most of their time is spent in deciding cases between litigants. . . . In probably 90% of our work, we do not act as judges but as legislators and executives . . .

"Just as you [congressmen] do, we see people who are interested in legislation. Just as you do, we keep our doors open and we discuss anything that can contribute to this type of legislation. It is naive to think that it is possible to legislate without conversations and conferences with people who know problems of the particular industry. . . .

"I do not know how a commission can handle its rule-making problems by consultation with industry without consulting individual members of the industry. . . .

"Probably 10% of our work involves litigated matters. In such cases, we sit as judges. When I *sit* as judge, I *act* as judge. When I have matters for decision between litigants, I do not discuss these matters with either side or, for that matter, with anyone. But when I am a legislator looking for information to solve some of the great problems confronting communications in this country, I will talk to anyone . . . in my office . . . on the steps of the Capitol or at lunch with him at any public restaurant. . . .

"Your counsel assumes that a public official could be improperly influenced by a luncheon, a dinner or a stay at a hotel where he is attending a public function. If the public officials of America could so easily be influenced, then God save the Republic.

"Your counsel seems to think that attendance at an industry convention where the industry pays the expenses of the commissioner is a kind of venial sin. These industry conventions . . . consist of people who are competitors among themselves . . . who are striving in competition one against the other. When a commissioner attends one of these industry conventions, which of these competitors does your counsel say will be favored? Is it the man who sits at the left of the table, the right of the table or in the center?

"Your counsel is in error in his concern about color television sets. The color television set he seems to think of as a play toy for FCC commissioners . . . is in fact one of the tools of their trade. The inference is created that these sets were supplied secretly and for the personal use of the commissioners. The facts are that television sets from industry have been used by com-

Another chairman says he was 'smeared'

Rep. Morgan Moulder (D-Mo.) last week charged that opponents of his Legislative Oversight Subcommittee investigation of regulatory agencies are "trying to smear and discredit" me personally. The chairman of the subcommittee was referring to a Feb. 1 story in the *Chicago Tribune* stating his daughter was on his office payroll from 1952-56 and was paid $12,132 while she still was attending a Camdenton, Mo., high school [CLOSED CIRCUIT, Feb. 3].

Also last week, Rep. Claire Hoffman (R-Mich.) entered the *Tribune* article into the Congressional Record and made a statement under the heading "Glass Houses and Stones." Rep. Hoffman himself has, in the past, been a target of columnist Drew Pearson, who in the past three weeks has devoted several articles to alleged attempts to "whitewash" the Moulder investigations.

Rep. Hoffman said he had no comment "as to whether the young lady who was employed by our colleague earned or did not earn the sums paid her." He stated Rep. Moulder should have advised members of his committee "of the situation" before he spread "alleged shortcomings of individuals in the present executive department over the front pages of the newspapers."

"This is an attempt to smear and discredit me because of the work I am doing on the subcommittee," Rep. Moulder said of the *Tribune* story. He said his opponents, without naming them, had been circulating 1956 campaign charges. He said his daughter, Marcia, worked in his Washington office in the summers of 1952-54 and for two full years in his Missouri office.

The newspaper pointed out that Rep. Moulder's daughter was only 15 years old when she was first placed on the payroll in December 1952. During 1953, she was paid $5,812 by the government, the *Tribune* quoted House records as showing.

Two heads that tell a surprising tale

Think the Washington Metropolitan Area is made up of Federal Govt. employees? You're 37.4% right. The other 62.6% of the area's wage earners are engaged in every business, profession or service you find in any other thriving metropolitan center. A grand total of 812,000 employed—diversified, well-paid, constantly growing—up 21%, in fact, during the last seven years.*

How to best reach this dual market? You need only one *head to answer that one! WWDC Radio was first or a mighty close second in every PULSE survey of 1957. We have a simple formula—to be a* listenable *station to our 2,000,000-plus area audience, and a* promotional *station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.*

WWDC *radio Washington*

**Economic Development Committee, Washington Board of Trade*

REPRESENTED NATIONALLY BY JOHN BLAIR CO.

SUFFICIENT FUNDS

The House Legislative Oversight Subcommittee last week turned up what was described as a "unique" act—that Comr. T. A. M. Craven returned a check to the Maryland-D. C. Broadcasters Assn. The check, for approximately $60, was sent to cover Comr. Craven's hotel expenses incurred during an appearance before the association's convention last spring at Ocean Beach, Md.

Comr. Craven said the government had paid him the regular $12 per diem expenses and he didn't feel he was entitled to a payment by the broadcasters.

missioners to obtain information and observe practices in the industry. . . .

" . . . we also must keep up with the development of studios and stations. We must observe towers and terrains. We must keep abreast of the industry of radio and television broadcasting so that we can make sensible decisions on new applications. We must try to learn why expected developments such as uhf failed to live up to expectations in providing a larger national competitive television system. . . .

"Your counsel has picked upon a particular trip of mine where I delivered an address at a district meeting of the NARTB (NAB). For that address I received an honorarium which is a fee of a reasonable amount. The entire amount consisted of $575 of which about $275 went for my wife's fare and I retained the balance of $300.

Sec. 4(b) Unduly Overlooked

"Congress in 1952 enacted Section 4 (b) of the Communications Act. That Section reads in its relevant portion as follows:

' . . . Such commissioners shall not engage in any other business, vocation, profession, or employment; but this shall not apply to the presentation or delivery of publications or papers for which a reasonable honorarium or compensation may be accepted.'

"I charge that the counsel for this subcommittee has acted with questionable propriety in the following respects:

"1. Nowhere in the confidential memorandum was it brought to the attention of the members of this subcommittee that there is such a statute as Sec. 4 (b). . . .

"2. Nowhere was it disclosed in the confidential memorandum by counsel that upon being asked about the Spokane trip, I stated that I have received an honorarium for speaking, under the authorization of Sec. 4 (b). . . .

"3. The confidential memorandum was leaked to the press without any reference whatever to the rights of the members of the FCC granted by Congress to take such seasonable compensation and was never corrected.

"4. The Comptroller General of the U. S. was apparently asked for an opinion without being given all the facts. I believe that your counsel in drafting the letter to the Comptroller General, as well, failed to mention Sec. 4 (b) . . . although that section must have been called to his attention by his staff.

"By this method of omission, he has sought to create doubts about my integrity. I resent his method and his inference. I know that I accepted these several hundred dollars as a reasonable honorarium for delivery of an address in Spokane as I accepted honorariums on other occasions. I know that the statute enacted by Congress permitted me to do so.

"I came to Washington a man of modest means. I am still a man of modest means. I followed my conscience in deciding every matter that came before me. I have done the best I know how and I am willing to subject my record to the sharpest scrutiny. I am here to answer questions about my official conduct over the past five years."

Comr. Doerfer then gave his version of the five-day Oklahoma City-Spokane trip. He said he also inspected tv facilities at Tulsa and Muskogee, both Oklahoma, Denver, Salt Lake City, and Boise, Idaho, which was government business and permitted the filing of per diem. Also he said, several hours were spent in Spokane on purely government business.

Comr. Doerfer told the subcommittee he was "here today to defend, not myself, but an action of Congress" in putting Sec. 4 (b) into the Communications Act. "When Congress passed that law, it knew what it was doing. . . . If I did wrong, and I deny it, that is a mousetrap statute. . . . That is my case. You may proceed with the questions, Professor Schwartz."

IKE CITES LAW

President Eisenhower told his Wednesday news conference that government regulatory officials are allowed by law to accept reasonable honorariums for speeches before trade associations and similar groups. The question referred to the House subcommittee probe of FCC members though it was not specifically mentioned. Text of the news conference colloquy follows:

Q: Mr. President, do you believe it is in the public interest for members of regulatory commissions to accept fees and other favors from the industry that they are regulating?

A: Well, I don't know much about it. I have been reading the paper lately about one; but this morning, one of my lawyer groups brought in the law which says specifically that members of regulatory commissions may not engage in other businesses, but that they are, in making speeches or addresses or presentations, I believe, before trade associations and other people interested, that they should take—they are entitled to take—reasonable honorariums.

Now, that is the limit of my thought on that.

(This statement by Comr. Doerfer brought a round of applause and laughter from the packed audience and the chair had to gavel for order. And, the "mousetrap" remark came back to haunt the Commissioner the next day when Dr. Schwartz asked several times, in cutting terms, if he had "mousetrapped" the witness.)

Dr. Schwartz did, indeed, proceed with the questions, keeping Comr. Doerfer on the witness stand, with only two interruptions, until Wednesday afternoon.

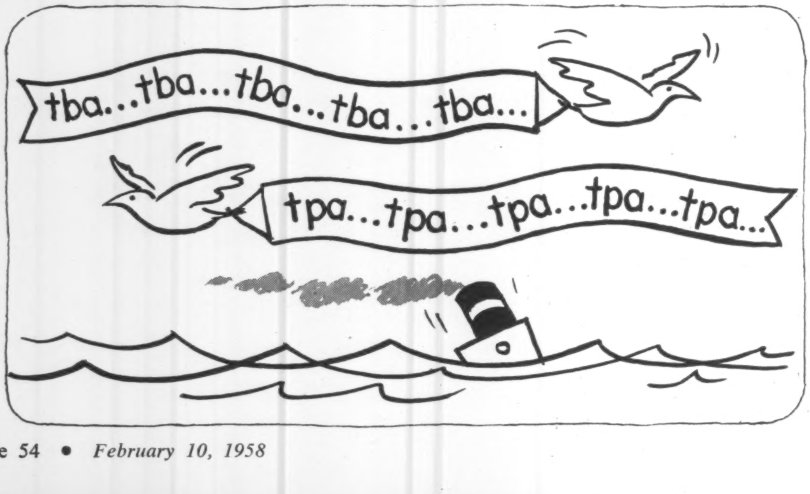
Comr. Doerfer explained that at no time was the amount NAB would pay him mentioned prior to the trip. Upon returning, he said, Mr. Richards called to ask, "How much do we owe you?" The witness related his wife's airplane ticket came to $275.

Comr. Doerfer accepted responsibility for first mentioning the $575 figure and said he was acting under a reasonable interpretation of Sec. 4 (b). He said neither he nor Mr. Richards ever mentioned an honorarium, although he considered $300 of the total as such.

Dr. Schwartz asked Comr. Doerfer if he felt Sec. 4 (b) permitted him to make a personal profit at government expense. "That's a nasty way to put it," the commissioner replied. He said if the association pays him for making a speech during a trip which also includes government business, that is perfectly proper.

Comr. Doerfer, after being accused of "doubling-up" on his expenses, was excused at 4 p.m. so Comptroller General Joseph Campbell could testify.

Mr. Campbell said the subcommittee


tba...tba...tba...tba...tba...
tpa...tpa...tpa...tpa...tpa...

only
WPEN
provides
merchandising
thru
Penn Fruit
Supermarkets
in Philadelphia

only
WPEN
provides
merchandising
thru
Sun Ray
Drug Stores
in Philadelphia

...AND FIRST IN LISTENER POPULARITY FOR THE LAST FOUR PULSE PERIODS

WPEN
PHILADELPHIA

REPRESENTED NATIONALLY BY GILL PERNA, INC. *New York, Chicago, Los Angeles, San Francisco, Boston*

solicited his views, in a letter dated Dec. 2, 1957, on the propriety of certain practices of commissioners. He stressed that no individual names were mentioned and the cases were hypothetical.

"Where an officer or employe of the government is furnished transportation without charge for all or any part of a particular trip he is entitled to claim transportation expenses from the U. S. only to the extent of the money he has expended out of his own pocket. . . . However, if only *some* of the subsistence expenses are paid by outside agencies and this situation is anticipated by the administrative officials, it would be incumbent upon such officials to take these circumstances into consideration in fixing the rate of per diem," the comptroller general stated.

He said a commissioner is prohibited from receiving per diem and traveling expenses from the government and in addition having any expenses paid by a group subject to the agency's regulatory authority.

On the acceptance of industry gifts, Mr. Campbell said the more expensive gifts and the payment of hotel bills and traveling expenses by outside agencies "gives rise to serious doubts as to their propriety. In our opinion, such practice is not in keeping with the conduct which the public demands of government officials and should not be condoned. . . ."

Mr. Campbell also said he felt the payment of travel expenses for government officials and their wives is prohibited by the U. S. Code. However, he called attention to Sec. 4 (b) of the Communications Act and cited an opposite view taken by the Attorney General. "Nevertheless, we do not believe that the Congress intended to authorize receipt of an honorarium or compensation in those instances where presentation or delivery of publications or papers is considered a part of the official duties of a commissioner and for which he would not be entitled to receive any compensation or reimbursement from the government."

On this point, Mr. Campbell thought Sec. 4 (b) would be applicable only when a commissioner performed a service not connected with the broadcasting industry. Sec. 4 (b) was not mentioned in the subcommittee's letter to the comptroller general, a contention made by Comr. Doerfer before the subcommittee's letter became public.

Mr. Campbell then was subjected to several "if" questions by members of the committee. He promised an answer as soon as his staff could supply them.

In the opinion of many of those present, including some committee members, Mr. Campbell contradicted statements he had made in at least two instances. One concerned the per diem a commissioner is permitted to accept. He also had difficulty citing a statute to back up his contention.

The comptroller general stated he disagreed with a 1922 opinion by the Attorney General which permits commissioners to travel at industry expense.

Several other federal regulatory agencies have their general counsels investigating the matter and are taking issue with the testimony.

Comrs. Rosel H. Hyde and Robert T. Bartley both released statements Monday, but neither was permitted on the witness stand except to read letters addressed to Rep. Moulder.

Comr. Hyde "emphatically" denied that "any of my acts as a government official warrant charges of official misconduct." He hit the committee for not furnishing specifications of charges. "However, grievous and continuing injury being caused by circulation in the press of vague charges, with all manner of implications, seeping from committee sources require me to reply as best I can without knowing what specifics may later be asserted," he said.

Comr. Hyde then listed the six broad specifications outlined by Dr. Schwartz and categorically denied any wrong doing under each. His statement continued:

"As might be expected, from my years of service I have acquired a wide acquaintance in the industries licensed and regulated. . . . I will state categorically and without any reservation whatsoever that none of my friends or acquaintances has presumed to attempt to influence my official actions in any matter before the FCC. It is and has been my policy not to discuss the merits of contested cases with any litigant, counsel, member of Congress or unauthorized staff personnel. . . .

". . . The type of charge and such background information as has been supplied carries the inference that I may have misused my office to favor some segments of industry or that I may in some way have permitted my judgment to be influenced by matters outside the hearing record. . . .

"I respectfully request in the interest of fairness that consideration be given to the position I have taken in every case of record for any evidence whatsoever of favoritism, inconsistency or judgment not supported by the record. . ."

Comr. Bartley also entered a strong denial of any charges made against him and included in his statement several documents to back up his record. Among them was a copy of his dissents to Commission decisions favoring multiple owners. Denying ex-parte relations with litigants, he said: "The fact is that I simply do not allow parties to discuss the merits of any pending hearing case with me."

He said the Commission "is *not* a court even though much of the staff memorandum . . . seems to be based on such a premise."

Comr. Doerfer returned Tuesday morning with a strongly-worded, emotional attack on the tactics of Dr. Schwartz. He charged the chief counsel had left the impression that he received $792 reimbursement from the government on the Oklahoma City-Spokane trip, when the actual figure was $240.

Brandishing a pencil at Dr. Schwartz, Comr. Doerfer explained: "This is one of the reasons I charge the counsel with impropriety." He also charged the counsel with failing to ask him, prior to the hearings, about the trip. "I have been seriously maligned in the eyes of the public," he said.

Dr. Schwartz later took issue with Mr. Doerfer's willingness to cooperate and the following day (Wednesday) called Mr. Shacklette back as a rebuttal witness.

Under questioning, Comr. Doerfer said he had declared the $575 NAB payment on his income tax statement. The counsel then asked if the $165 check from KWTV was an honorarium and the witness said it was not and that, in fact, he had returned the check to the station about two weeks ago.

Comr. Doerfer said he had been under the impression he had paid for the Washington-Oklahoma City leg of the trip and had discovered KWTV actually paid for it only when he learned the trip was being investigated. The check had been accepted by "mistake," he said, because his secretary handles all such arrangements of this type. He had signed a blank check to pay for airline tickets, he said, and turned it over to his secretary. Comr. Doerfer expressed doubt that he even read the covering letter with the check. "I did what any honest man would do," the witness stated in explaining the "mistake."

Dr. Schwartz accused Comr. Doerfer of "conjuring up" the blank check idea and returning the $165 only when he discovered the subcommittee was investigating the matter. Accusing Comr. Doerfer of tripling up on his expenses, the counsel asked: "Was it a mistake or a method of omission?"

Comr. Doerfer said the KWTV check was not discussed in his prepared statement because it had been returned, at which point counsel Schwartz asked if he "mousetrapped" the witness in preparing his statement. Dr. Schwartz asked Comr. Doerfer if he accused counsel of "creating misrepresentations." Comr. Doerfer's reply: "Yes. You at no time mentioned Sec. 4 (b) to the comptroller general or asked my interpretation. That is the least you could do."

After being asked "if you or your family" had taken trips at the expense of organizations regulated by the FCC, Comr. Doerfer replied: "I certainly have received and accepted transportation . . . with groups we regulate."

Dr. Schwartz asked Comr. Doerfer to cite instances of such trips. It was brought out that Comr. Doerfer attended the dedication of WNDU (TV) South Bend, Ind., partly at the expense of licensee Notre Dame U. He charged the government 2½ days per diem ($30) for the trip, stating he also had spent time inspecting facilities and in other government activities.

He emphatically denied the university paid all his expenses.

The counsel asked about other trips and Comr. Doerfer asked what trips Dr. Schwartz wanted to know about. This brought protests of "repetition" and "improper questions" from committee members.

At the insistence of the counsel, Comr. Doerfer started reading from a prepared list of trips he had taken:

To Pittsburgh with travel expenses paid by host, educational WQED (TV).

To Lancaster, Pa., for a station dedication.

To Emporium, Pa. (guest of Sylvania), and

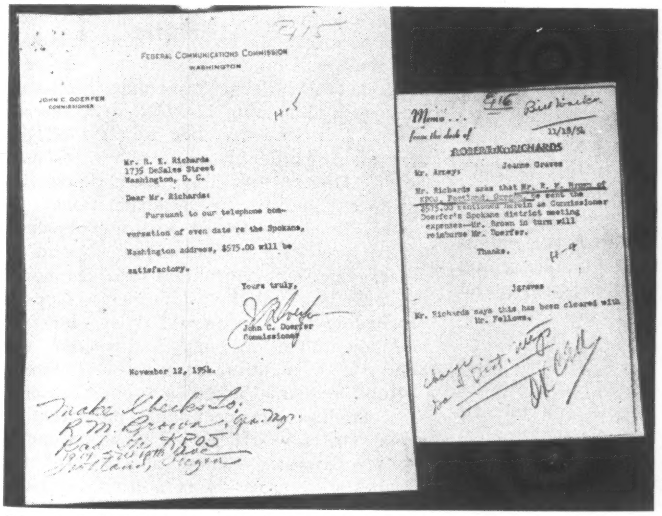
TEXT CONTINUES *on page 58*

An ‘honorarium’ and a ‘mistake’

These exhibits were among the big guns in Counsel Bernard Schwartz' attack on FCC Chairman John Doerfer last week. He used them to substantiate his charges that Chairman Doerfer had accepted favors and outright cash from industry organizations and individuals.

The principal charge: that Chairman Doerfer had accepted $575 from the NAB for expenses on a Spokane speaking trip in 1954, had accepted $165 from KWTV (TV) Oklahoma City for unused plane fare, and then had charged the government for the same trips. This, said Counsel Schwartz, was triple payment. That, said Chairman Doerfer, was humbug.

Mr. Doerfer explained that he considered the NAB payment an "honorarium or compensation" which under a 1952 amendment to the Communications Act was perfectly legal. The KWTV check, he explained, he thought at the time was reimbursement for air travel to Oklahoma City in 1954. Three weeks ago he discovered the "mistake" and returned the money.



915

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON

JOHN C. DOERFER
COMMISSIONER

H-5

Mr. R. K. Richards
1735 DeSales Street
Washington, D. C.

Dear Mr. Richards:

Pursuant to our telephone conversation of even date re the Spokane, Washington address, $575.00 will be satisfactory.

Yours truly,

John C. Doerfer
Commissioner

November 12, 1954.

Make Checks to:
R.M. Brown, Gen. Mgr.
Rad. Sta. KPOJ
1019 S.W. 10th Ave
Portland, Oregon

916 Bill Walker

Memo ...
from the desk of
ROBERT K. RICHARDS

11/18/54

Jeanne Graves

Mr. Arney:

Mr. Richards asks that Mr. R. M. Brown of KPOJ, Portland, Oregon, be sent the $575.00 mentioned herein as Commissioner Doerfer's Spokane district meeting expenses—Mr. Brown in turn will reimburse Mr. Doerfer.

Thanks.

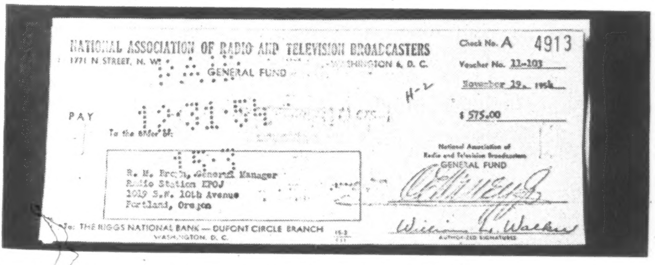
H-4

jgraves

Mr. Richards says this has been cleared with Mr. Fellows.

charge to 1 Dist. mtg

COMR. DOERFER approved the NAB's $575 payment in this letter to Bob Richards, who passed it on with directions for payment.



NATIONAL ASSOCIATION OF RADIO AND TELEVISION BROADCASTERS
1771 N STREET, N. W. WASHINGTON 6, D. C.
GENERAL FUND

Check No. A 4913
Voucher No. 11-103
November 29, 1954

H-2

PAY $575.00

To the order of:

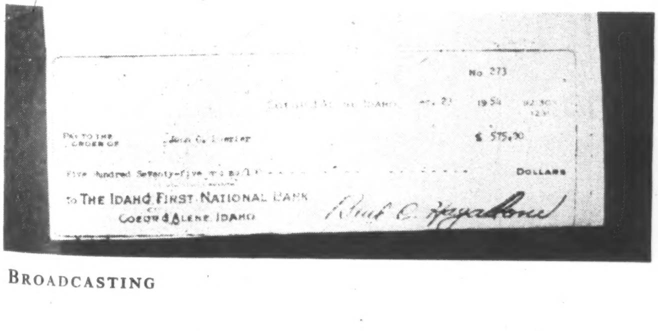
R. M. Brown, General Manager
Radio Station KPOJ
1019 S.W. 10th Avenue
Portland, Oregon

National Association of Radio and Television Broadcasters
GENERAL FUND

William L. Walker
AUTHORIZED SIGNATURES

To: THE RIGGS NATIONAL BANK — DUPONT CIRCLE BRANCH
WASHINGTON, D. C.

THE NAB's check went to R. M. Brown of KPOJ Portland, who endorsed it to Burl Hagadone, who wrote a personal check to Comr. Doerfer for the same amount.



No 273

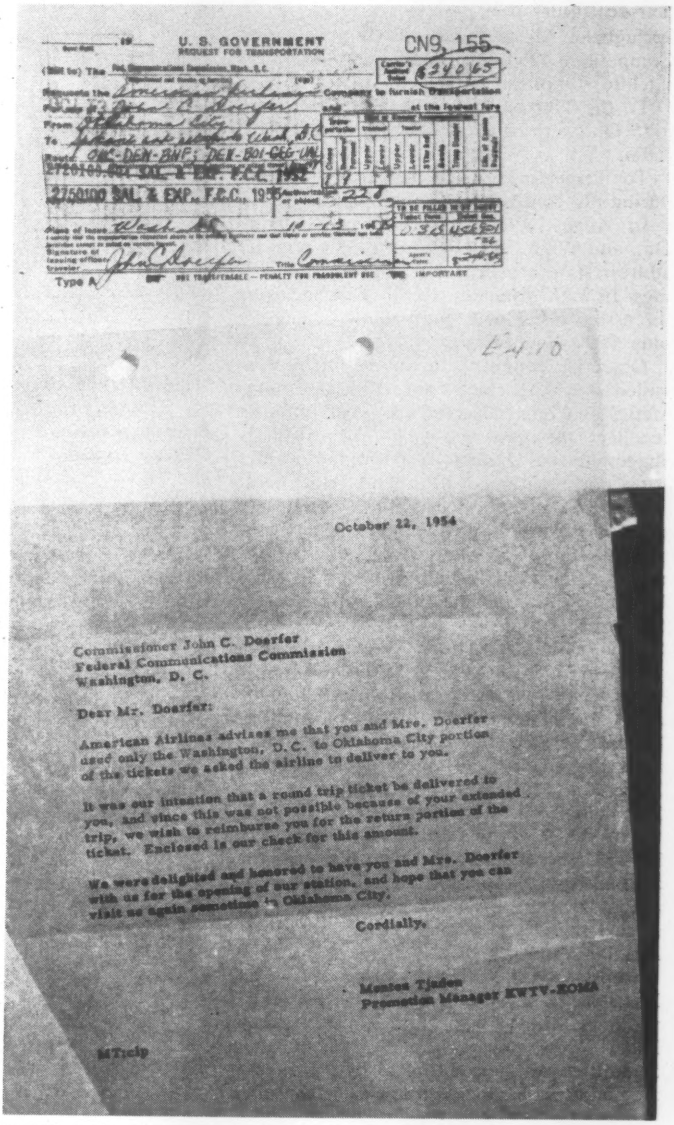
19 54

PAY TO THE ORDER OF John C. Doerfer $ 575.00

Five Hundred Seventy-five DOLLARS

to THE IDAHO FIRST NATIONAL BANK
COEUR d'ALENE, IDAHO

Burl C. Hagadone



U. S. GOVERNMENT
REQUEST FOR TRANSPORTATION

CN9,155

$340.65

Requests the American Airlines Company to furnish transportation

From Oklahoma City

Route: OKC-DEN-BNF; DEN-BOI-GEG-UAL

~~2720100.001 SAL. & EXP. F.C.C. 1952~~

2750100 SAL. & EXP., F.C.C., 1955

Place of issue Wash. D.C. 10-13 1954

Signature of issuing officer/traveler John C Doerfer Title Commissioner

Type A NOT TRANSFERABLE — PENALTY FOR FRAUDULENT USE IMPORTANT

E-4.10

October 22, 1954

Commissioner John C. Doerfer
Federal Communications Commission
Washington, D. C.

Dear Mr. Doerfer:

American Airlines advises me that you and Mrs. Doerfer used only the Washington, D.C. to Oklahoma City portion of the tickets we asked the airline to deliver to you.

It was our intention that a round trip ticket be delivered to you, and since this was not possible because of your extended trip, we wish to reimburse you for the return portion of the ticket. Enclosed is our check for this amount.

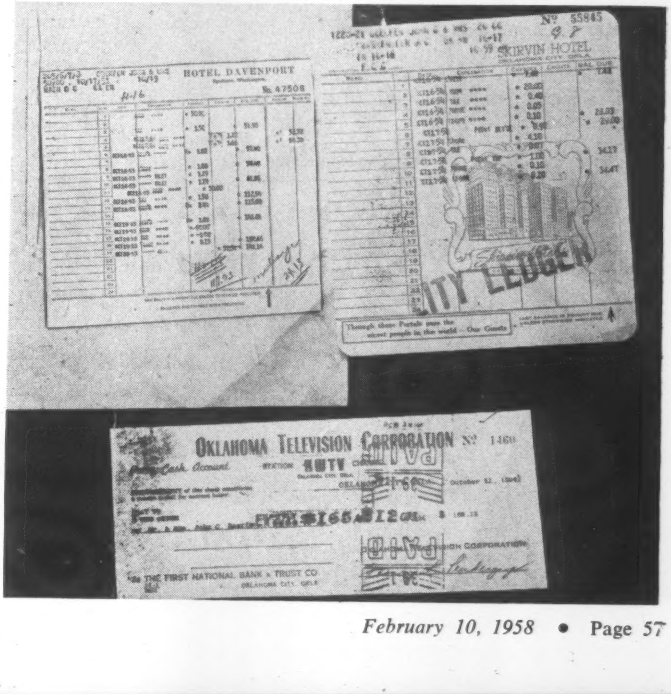
We were delighted and honored to have you and Mrs. Doerfer with us for the opening of our station, and hope that you can visit us again sometime in Oklahoma City.

Cordially,

Manton Tjaden
Promotion Manager KWTV-KOMA

MT:clp

KWTV (TV)'s letter and Comr. Doerfer's request for government payment (above) and (below) hotel bills and KWTV's check.



HOTEL DAVENPORT
Spokane, Washington
No. 47508

Nº 55845
SKIRVIN HOTEL
OKLAHOMA CITY, OKLA.

CITY LEDGER

Through these Portals pass the nicest people in the world — Our Guests

OKLAHOMA TELEVISION CORPORATION Nº 1460
Petty Cash Account
STATION KWTV
October 22, 1954
$165.12
PAID
THE FIRST NATIONAL BANK & TRUST CO.
OKLAHOMA CITY, OKLA.

TEXT CONTINUES *from page 56*

Springfield, Mass. (guest of Committe for Competitive Tv), to study operation of satellite stations.

To the Timken Roller Bearing Co., Canton, Ohio, to observe industrial uses of radio.

To Princeton, N. J. (guest of RCA), during the controversy on compatible color.

In August 1954, to St. Simons Island, Ga., and White Sulphur Springs, W. Va., to address state broadcasting association meetings. In both instances, Comr. Doerfer said, the associations paid "part of my expenses" plus $100 honorariums.

Objecting committee members finally prevailed over the chief counsel's questioning tactics as Comr. Doerfer was attempting to recollect the past five years. Rep. Harris suggested the witness be permitted to file trips not mentioned in a later statement.

Rep. Moulder opened the Wednesday morning session (with Comr. Doerfer again on the stand) by announcing he had received a telegram from the American Civil Liberties Union asking that Comr. Doerfer be permitted the right of cross-examination. On the insistence of Rep. Williams, the telegram was read into the record.

Testimony was frequently interrupted by clashes among members of the subcommittee, between the congressmen and their chief counsel and by the attempts of Comrs. Hyde and Bartley to make statements on their behalf.

The first clash was precipitated when Dr. Schwartz began attacking the character and credibility of Comr. Doerfer. Dr. Schwartz claimed the FCC chairman had refused to discuss the Oct. 3, 1957, questionnaire with Mr. Shacklette.

Reps. O'Hara, Harris, Flynt, Williams, Heselton, Hale and Bennett at one time or another objected vigorously to the counsel's line of questioning. Rep. Harris said the committee was not sitting to determine the credibility of the witness, while Dr. Schwartz contended the technique was necessary because of the nature of the charges.

The counsel protested that the FCC was trying to shift the "burden of furnishing information" from itself to the staff and that committee members were allowing it. The FCC was the only one of six agencies which failed to supply requested information, Dr. Schwartz stated.

Dr. Schwartz then sought to submit what he called documentary proof Comr. Doerfer had not cooperated. Rep. Flynt interrupted, saying argumentative statements between counsel and witness should not be permitted.

THESE THREE *did most of the digging for the Schwartz staff. L to r: chief investigator Baron Shacklette, investigator Joseph P. O'Hara Jr. (son of the committee member) and Oliver Eastland, assistant chief investigator.*

After several other heated exchanges between the congressmen and counsel Schwartz, Chairman Moulder temporarily restored order. Thereupon, for the fifth time, Dr. Schwartz asked Comr. Doerfer if he told Mr. Shacklette he would not answer the questionnaire.

Rep. Harris objected and asked for a point of order, but before Rep. Moulder could rule, Dr. Schwartz withdrew the question and asked: "Did you refuse Mr. Shacklette access to your files?"

"No, emphatically no," Comr. Doerfer replied and asked that Mr. Shacklette be returned to the witness stand and that he have the privilege of cross-examination. A new battle among the committee members ensued.

Rep. Harris repeated his earlier stand that this would be against all rules and traditions. Rep. Bennett repeated his charges of a "criminal indictment" and demanded commissioners be furnished specific charges with the right to cross-examine.

Chairman Moulder, after considerable difficulty, restored order and questioning continued. Dr. Schwartz asked if the FCC chairman had told Mr. Shacklette he would answer questions only at a public hearing.

"That is not a fact," Comr. Doerfer replied, and this time Dr. Schwartz asked that investigator Shacklette be returned to the stand. The committee refused and the interrogator again turned his questions to the Oklahoma City trip.

Rep. Flynt immediately asked Rep. Moulder if he were going to permit the same testimony already gone over several times before. "If so," he said, "I've got other things to do." In defense, Dr. Schwartz maintained the witness had changed his testimony of the previous day.

But Rep. Moulder shortly ruled enough questioning had been asked on the Oklahoma trip. Dr. Schwartz then returned to the Georgia-West Virginia speech-making trip by Comr. Doerfer. It was developed that Mr. and Mrs. Doerfer made the 9-day trip by private auto. The commissioner collected from the government (1) $33.75 in per diem payments (which, Mr. Doerfer said, amounted to just over $3 per day); (2) $18.40 for miscellaneous expenses, and (3) $115.99 for travel.

The commissioner said he also received $100 honorariums from both associations, that they paid hotel bills and that he spent a good deal of time inspecting broadcast facilities and gaining knowledge of the industry. Dr. Schwartz then touched off the next major battle by asking what expenses Comr. Doerfer possibly could have incurred not paid for by the associations.

Rep. Bennett released a strong objection to the question, again making a point of order, again saying "criminal" charges should be spelled-out, again asking what type of proceeding the subcommittee was holding, and again reading into the record Dr. Schwartz's contentions of a criminal offense.

Rep. Williams asked his chief counsel what the line of questioning purported to prove. Dr. Schwartz replied he was attempting to show the "close relationship" between the commissioners and the industry they regulate.

The Constitution requires that "we give him [Comr. Doerfer] the same right as any other defendant in court," Rep. Bennett contended in re-entering the controversy. He then asked Dr. Schwartz his opinion of letting Comr. Doerfer cross-examine, but Rep. Moulder ruled an answer was not required.

Rep. Moss, also a staunch ally of Dr. Schwartz and his tactics, then entered the "discussion" for the first time. He said the dispute actually was a "technical" one, a view disputed both publicly and privately by other committee members.

Rep. Bennett, who several times had demanded, "What kind of a proceeding is this?" finally got a partial answer from Rep. Moulder, who said Dr. Schwartz was attempting to bring out the individual conduct of the commissioner.

Rep. Williams asked: "Are you attempting to prove Mr. Doerfer stole $33.17?"

In a long, legalistic presentation, Dr. Schwartz said the personal caliber of the commissioners must be determined and that if they are not of the proper moral stature, they are not qualified to serve as commissioners.

Rep. Williams retorted: "You have been

tba...tba...tba...tba...tba...tba...
tpa...tpa...tpa...tpa...tpa...

Great Albums of Music Station

PULSE REPORT *

a 3 months study of listening habits *reveals*

WVNJ

has more listeners in essex county than any radio station in New York or New Jersey

Essex County: population 983,500
Effective Buying Income $2,324,743,000
per family E.B.I.—$7,940

Source: Sales Management—
Survey of Buying Power - May 1957

Represented by:
Broadcast Times Sales
New York OX 7-1696

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News

*** A copy of this revealing report will be mailed to any advertiser or agency.**

all the way around the world without putting your wheels on the ground."

Dr. Schwartz contended the facts speak for themselves and they do show "impropriety" on the part of Comr. Doerfer. He said all the commissioner's possible expenses had been paid by the broadcasters, yet he claimed and received $154.19 from the government. The Mississippi Democrat still felt his question had not been answered and asked for a simple "yes" or "no."

Chairman Moulder ruled a "yes" or "no" answer was not required.

With tempers obviously reaching the breaking point, Rep. Wolverton discreetly reminded the chairman it was about time for a short recess, which immediately was ordered.

Upon returning, Rep. Moulder announced that the chief counsel was to stick to direct questions about specific matters. Dr. Schwartz then asked Comr. Doerfer about the following trips he had made and in most instances allegedly received "double" compensation: (1) to Milwaukee in May 1956 to speak before two groups of engineers (Comr. Doerfer was accompanied by his wife and received $195 "honorarium" from his hosts, $95 for wife's expenses); (2) September 1954 to Saranac Lake, N. Y., (industry paid $100 and hotel bill); (3) January 1954 to Milwaukee (the details were not explained);

1948 LAUNDRY TO BE AIRED AGAIN

This may come as a shock to Dr. Bernard Schwartz, embattled chief counsel of the Legislative Oversight Subcommittee, but Frank (Scoop) Russell, NBC Washington vice president, already has testified at great length before the Senate on RCA television sets loaned to the commissioners and placed in their homes.

In May 1948, Mr. Russell was called before the Senate Interstate & Foreign Commerce Committee during hearings on "Progress of Fm Radio and RCA Patent Policies." The only difference between then and now is that color was not available at that time.

Mr. Russell told the Senate the sets were first placed in commissioners' homes in November 1946—and they have been there ever since. He said they were a loan, not a gift, and were reclaimed by RCA when an individual left the Commission. Mr. Russell stated at that time—and reportedly will repeat at this:

"The mere implication or the inference that men who have devoted so much time to public service are going to be swayed in our behalf [by the tv sets] . . . is thoroughly unjustified. I do not believe that you can take men of that type and sway them with such a loan. It stands to reason, of course, that they are going to learn something about television, and that is in the interest of NBC and RCA and all manufacturers of sets."

Also, (4) January 1954 to East Lansing, Mich., for dedication of educational WKAR-TV (received $69.88 travel, $23.35 per diem from government; WKAR-TV paid hotel bill and other "expenses"); (5) February 1954 to New York to take part in a roundtable discussion (received $20.10 for travel, $31.85 per diem); (6) April 1954 to Detroit to address Detroit Tv Council (paid $76.50 travel, $49.45 per diem and $100 honorarium) and return by way of Milwaukee ("to view reception of uhf").

In each instance where Comr. Doerfer accepted "honorariums" plus government reimbursement for expenses, he defended his actions on the grounds all his trips were dual-purpose. He never appeared for a speaking engagement, he said, without also making considerable investigations and inspections. "I have done nothing wrong," he emphasized.

Rep. Moss suggested that Comr. Doerfer be permitted to furnish the subcommittee with a written statement of other similar trips not already discussed. Comr. Doerfer said he would be happy to do so and asked, and was granted, 30 days to prepare such a list.

Rep. Harris asked that the chief counsel furnish a similar list to the subcommittee on cases of which he has information. Earlier Comr. Doerfer said it would take his staff "approximately two years" to give a complete accounting of his activities since joining the Commission.

In making a protest against furnishing a list, Dr. Schwartz ignited another committee battle. Since it would take the commissioner two years, how long would it take him when he does not have Comr. Doerfer's personal knowledge?

Dr. Schwartz said that if such a list had been furnished in the first place, the subcommittee could have avoided all of its current difficulty. He asked that all commissioners be directed to supply such an accounting, plus detailed answers to Rep. Moulder's Oct. 3, 1957 questionnaire.

Comr. Hyde interrupted the counsel-committee argument from the audience with a scathing attack on the Schwartz tactics as "unreasonable and unconscionable."

In a voice nearly at the breaking point, he said:

"We have been charged with misconduct. Allegations have been circulated to the press. I request that if counsel has any basis for such charges he should produce them and give us a chance to meet them. He should not be permitted to bring us here and try to exact basis for charges already made and publicized. It is my understanding that the committee directed the staff to give us specifications. This has not been done." He said the committee has no right to expect the commissioners to take the witness stand and convict themselves of charges they know nothing about.

Dr. Schwartz countered with an attack on the commissioners, who, he said, comprise the only agency which had failed to furnish the requested information. A lengthy debate among committee members followed, with nothing settled.

Comr. Bartley, also speaking up from the audience, demanded that he be sworn in and allowed to read his letter to Chairman Moulder answering the subcommittee's questionnaire. "Since Oct. 3, my character and integrity have been under a cloud," he said in pleading for the opportunity to speak. He took the oath and proceeded to read his letter (see text, page 50) just prior to the noon recess.

In a further attack on the credibility of Comr. Doerfer, Dr. Schwartz returned Mr. Shacklette to the stand at the start of Wednesday afternoon session. The investigator described a November meeting with Comr. Doerfer during which, he charged, the FCC chairman refused to discuss the questionnaire with any member of the staff. "I have a very definite recollection" of what was said, Mr. Shacklette testified.

He said Comr. Doerfer expressed a "fed-up and exasperated" attitude toward the actions of the staff. According to the testimony, Mr. Doerfer said if Dr. Schwartz had come to him with allegations, he would have been happy to discuss them. Now, however, he would not furnish any information except in an open hearing. The subcommittee had gone behind his back, the commissioner was quoted as saying.

In answering a question by Rep. Harris, Mr. Shacklette said Mr. Doerfer had never been antagonistic and always had been "friendly, certainly not uncooperative." He also admitted that Comr. Doerfer had not been asked to open his files, but that Comr. Mack had denied such a request by investigators.

Upon requests by the commissioners, and on a motion by Rep. Harris, the committee voted to have the letters, written in answer to Rep. Moulder's questionnaire, read into the record. By a vote of the subcommittee, the letters had been kept on a confidential basis, accessible only to Chairman Moulder. However, Comrs. Doerfer and Bartley previously had succeeded in getting their letters made a part of the record.

Each commissioner (with Mack's assistant reading his) then made his letter a part of the record by reading it aloud. Each, on general terms, denied he was guilty of any wrongdoing as a commissioner. They defended the right and necessity of fraternizing with members of the industry. Comr. Ford brought several laughs from the audience in reading his with two ad-lib comments. (For text of the letters, see below.)

After the letters had been made a part of the record, Comr. Doerfer was recalled to the stand. He was not asked, however, about the apparent discrepancy in his testimony and that of Mr. Shacklette. Mr. Schwartz questioned the witness on "gifts of a value of over $20, visits in broadcasters' homes and vacations at the expense of others." These incidents were developed by the questioning:

(1) Comr. Doerfer said he flew to Pinehurst, N. C., on a three-day golfing trip at

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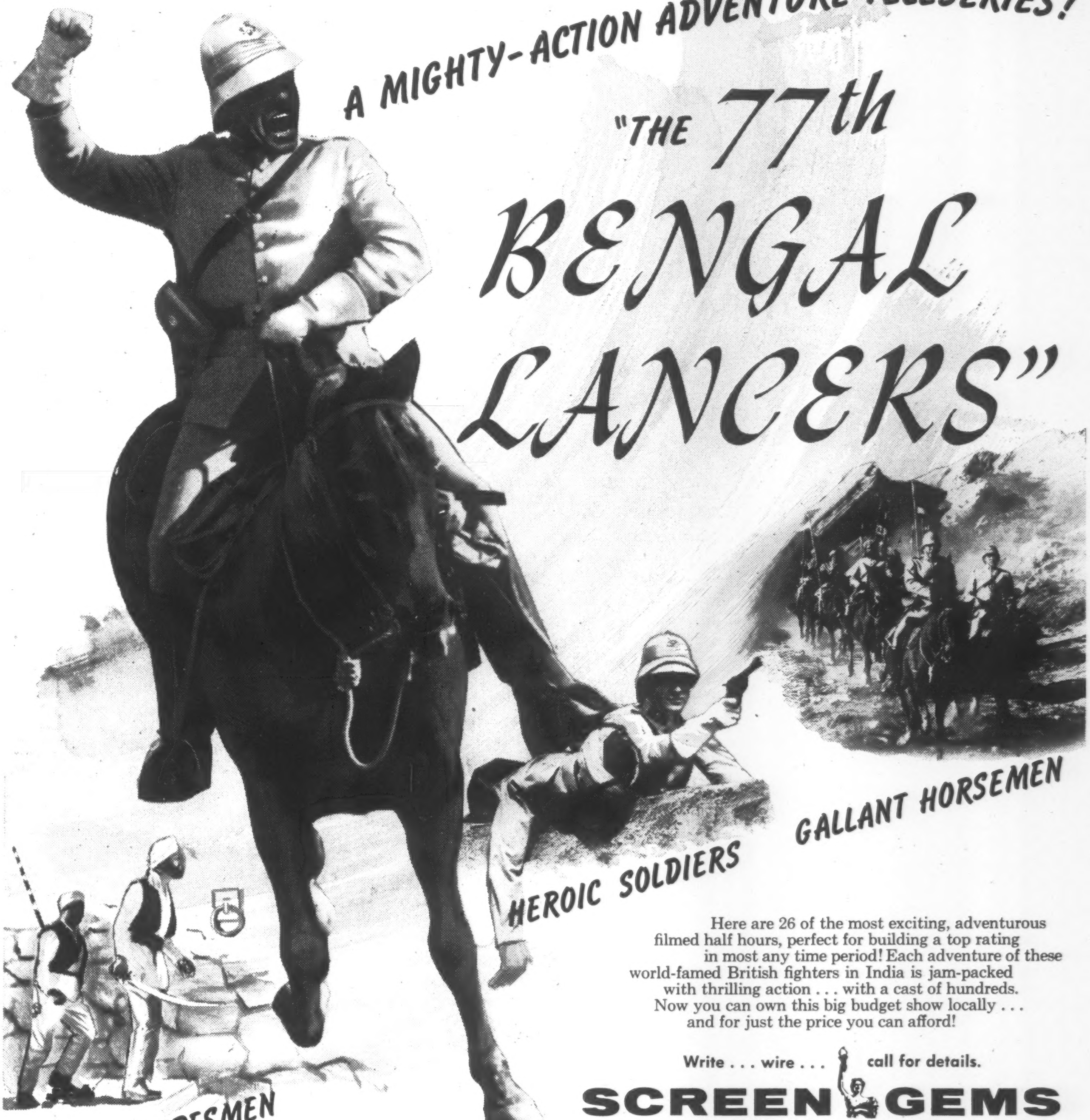

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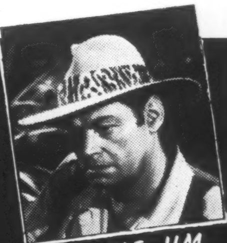
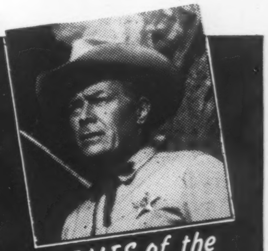


JUNGLE JIM
(26 Half Hours)

JET JACKSON
(39 Half Hours)



TALES of the TEXAS RANGERS
(39 Half Hours)

ASSISTING *counsel Schwartz at last week's hearings were aides Herbert Wachtell (l) and Paul Berger. They assisted in preparing the original memorandum.*

the expense of "some airline." He could not remember the airline but later told reporters it was not National Airlines (which won a hotly-contested grant for ch. 10 Miami and reportedly is due for an airing this week by the committee). Comr. Doerfer said that no other FCC commissioners were on the trip but that James Durfee, chairman of the Civil Aeronautics Board, was along.

(2) Two years ago, Comr. Doerfer said, he spent one night in the home of Joseph Connolly, vice president of WCAU Philadelphia.

(3) In August 1955, Comr. and Mrs. Doerfer flew to Miami in the private plane of George B. Storer, multiple-station owner, and spent approximately a week as the guest of Mr. Storer in his Miami home and on Bimini Island. Comr. Doerfer stressed that the trip was in the summer, was not a vacation, and that he accomplished a great deal of research on uhf television.

At the time of the trip, Comr. Doerfer stated, Mr. Storer had pending before the FCC a petition to make Miami all uhf.

The Commission denied the petition and he (Doerfer) was one of those voting against Mr. Storer, Comr. Doerfer pointed out.

(4) Comr. Doerfer said he also flew to Detroit, for a visit to Storer's WJBK-TV there, in the Storer airplane and from there on to Salt Lake City on government business, also in the broadcaster's plane.

The committee then got into what was perhaps its bitterest and longest—and somewhat acid at times—argument of the hearings. Involved at one time or another were Dr. Schwartz (prominently), all of the committee members (except Rep. Mack, who was not present) and Comrs. Doerfer, Bartley and Hyde. At issue were (1) what the chief counsel was to have furnished the commissioners in the way of specifications of individual charges; (2) whether Dr. Schwartz had complied with the committee's directions in this respect; (3) if the subcommittee is still operating under its Jan. 30 resolution announcing rules for the hearings; (4) an attack on the chief counsel for not furnishing the committee with information; (5) the counsel's methods—and purposes—of questioning, and (6) a claimed "complete disregard" of the rights of Comr. Doerfer during the hearings.

Several of the committee members and/or Dr. Schwartz were seeking recognition at the same time during much of the one-hour donnybrook. Also at issue, and never resolved officially, was whether all commissioners would furnish an itemized list of trips and gifts in 30 days as Comr. Doerfer agreed to do. The commissioners, however, already have started preparing the lists in some instances.

At one point, Rep. Moss said to continue is "almost a filibuster." Chairman Moulder termed the misunderstanding a "technical one." This brought another audience-statement from Comr. Hyde, who said the point he was trying to get across is not "technical, but a very serious one." He said all he wants is a list of specific charges to be made against him so that he will have an opportunity to prepare answers and will not be placed in the position of "convicting myself."

Rep. Wolverton closed the hearings in a quiet,—but commanding—voice with a plea for the committee to reconsider its procedures. He said it is unfair to the commissioners to ask them to testify against themselves and asked that Comr. Hyde's—as well as other commissioners'—request for specifications be complied with.

Striking a public blow against the strife-torn committee-staff situation, he said: "We are not giving too much evidence of the competency of this committee in my opinion."

Big Guns File Support For Security Revision

The case of Russian documents—the translations of which are classified, but the originals of which are available to anyone who wants to see them—was cited as one of the absurdities of the present security classification system in the federal government. The illustration was made by Robert D. Swezey, WDSU-AM-TV New Orleans, chairman of the NAB Freedom of Information Committee, in a statement submitted last week to the House Government Information subcommittee.

Mr. Swezey called on the government to make available to the public and newsmen all documents unless it can be affirmatively proved that the release of the information would be "detrimental to the public interest."

The committee held hearings last week on a bill (HR 2767) which would revise a 1789 statute which now permits government chiefs to withhold information from the public, it has been charged. The statute authorizes department chiefs to "prescribe regulations for the custody, use and preservation of records, papers and property."

The proposed amendment would add a sentence proscribing the use of the 169-year-old law to withhold information from the public. The subcommittee is headed by Rep. John E. Moss (D-Calif.), author of the bill.

In addition to Mr. Swezey, the New York Radio-Newsreel-Tv Working Press Assn.; Sen. Thomas C. Hennings Jr. (D-Mo.), author of a companion Senate bill, and J. Hale Steinman, publisher of the *Lancaster Intelligencer-Journal* and *New Era* (WGAL-AM-TV Lancaster, Pa.), for the American Newspaper Publishers Assn., also filed statements in support of the amendment.

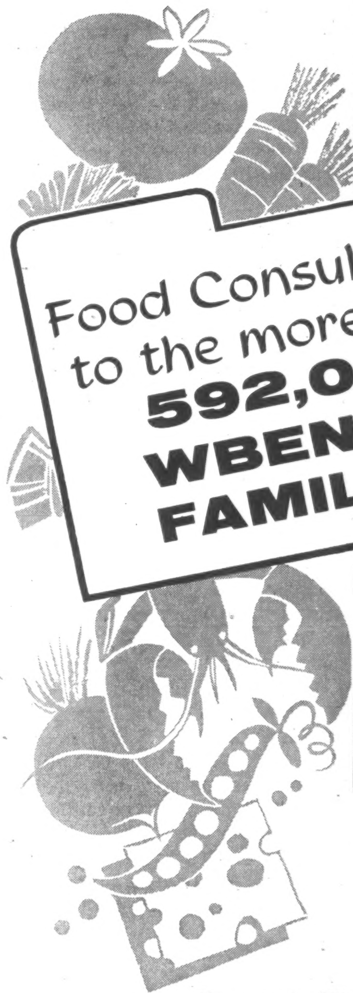
Appearing in support of the bill were James S. Pope, executive editor of the *Louisville Courier-Journal* and *Times* (WHAS-AM-TV Louisville), representing the Southern Newspaper Publishers Assn.; Clark R. Mollenhoff, Washington correspondent of the *Des Moines Register* and *Tribune* and other Cowles publications (Cowles stations); for Sigma Delta Chi, national professional journalism fraternity; J. Russell Wiggins, executive editor, *Washington Post & Time-Herald* (WTOP-AM-FM-TV), representing the American Society of Newspaper Editors; Harold L. Cross, counsel for the Freedom of Information Committee of the ASNE, and John W. Cragun, for the American Bar Assn. federal procedure code committee.

All 10 federal departments filed objections to the bill in a congressional hearing conducted last July.

Hearings Set for Langer Bill

The Senate Commerce Committee begins open, public hearings April 14 on Sen. William Langer's bill to bar the advertising of alcoholic beverages in all media—radio, tv, newspapers and magazines.

The bill (S 582) by the North Dakota Republican was introduced last year in the first session of the 85th Congress. It would prohibit "the advertising of alcoholic beverages in interstate commerce."



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WBEN-TV BUFFALO • CH. 4
CBS BASIC

A special NBC-TV affiliates committee met in New Orleans last week to prepare the position of NBC-TV affiliates and to choose witnesses to appear when the FCC begins its hearings on the Barrow Report March 3. The NBC-TV list of witnesses and the subjects they will discuss will be submitted to the FCC on Feb. 15. The special committee is headed by Jack Harris (r), KPRC-TV Houston, and includes (l ot r) Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Harold Hough, WBAP-TV Fort Worth; Bernard Koteen, Washington attorney, counsel for the committee; Robert D. Swezey, WDSU-TV New Orleans, committee host, and Harold Essex, WSJS-TV Winston-Salem, N. C. Not shown is committee member David M. Baltimore, WBRE-TV Wilkes-Barre, Pa.

Ch. 2 Contestants Make Merger Pact

The battle for dropped-in ch. 2 at St. Louis subsided last week when the two contesting applicants decided to get together.

By the terms of an agreement, submitted to FCC Hearing Examiner Herbert Sharfman on Thursday, Louisiana Purchase Co. will become a 10% owner of Signal Hill Telecasting Corp., licensee of KTVI (TV). Louisiana Purchase principals will individually pay 10 cents a share for an aggregate 135,190 shares of KTVI stock.

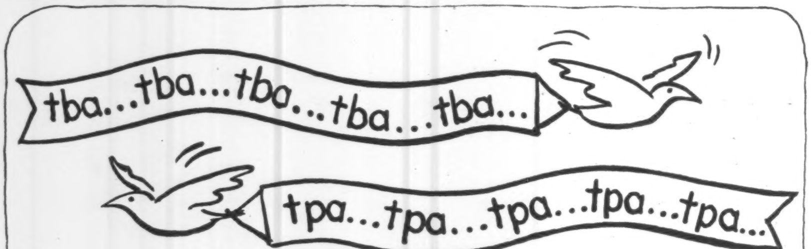
Principal Louisiana Purchase Co. stockholder is Lon Hocker, St. Louis attorney. Others are: Donald L. Barnes, D. L. Barnes Jr., Charles W. DeWitt, William O. DeWitt, L. W. Greenblatt Jr., Edwin B. Meissner Jr., G. J. Nooney, Bruce Barrington, Ethan A. H. Shepley and Sopie B. Shepley.

KTVI has been operating on ch. 2 under a temporary FCC authorization since April 1957. The ABC-affiliated outlet originally operated on ch. 36. The FCC moved ch. 2 into the St. Louis area last year in its deintermixture decisions. KTVI is owned by Paul E. Peltason and Harry Tenenbaum and associates.

Last fall, KTVI made an agreement with the *St. Louis Globe-Democrat* which permits the newspaper to acquire 25% interest in the ch. 2 station, also at 10 cents a share. This opinion cannot be exercised until ch. 4 KWK-TV St. Louis is sold to CBS, since the *Globe-Democrat* has a 23% interest in the ch. 4 outlet and FCC rules prohibit one entity from having an interest in more than one station in the same market. CBS bought KWK-TV for $4 million. This was approved by the FCC last year. It is CBS' intention to turn over its ch. 11 St. Louis grant—which it won in competition with three others—to the unsuccessful applicants, but this was blocked when St. Louis Amusemetn Co., a one-time ch. 11 applicant, secured a stay from the U. S. Court of Appeals. The court has been asked by the FCC to reconsider.

The agreement between Louisiana Purchase Co. and KTVI also provides that KTVI will repay Louisiana Purchase $41,000 for out-of-pocket expenses. KTVI retains the right to repurchase the 10% interest within a period of three years at $1.20 per share.

Examiner Sharfman closed the record Thursday, and will issue an initial decision in the near future. The full comparative hearing was scheduled to get underway in Washington Feb. 28.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tpa...tpa...tpa...tpa...tpa...

Hearing to Test Switch By FCC of Vhf for Uhf

A hearing on one of the salient features of the FCC's deintermixture plan—its authority to make an operating station change from vhf to uhf—got under way in Washington last week.

Ch. 7 WTVW (TV) Evansville, Ind., is under show cause order to accept ch. 31 in lieu of ch. 7. The Commission proposes to move ch. 7 to Louisville, Ky.

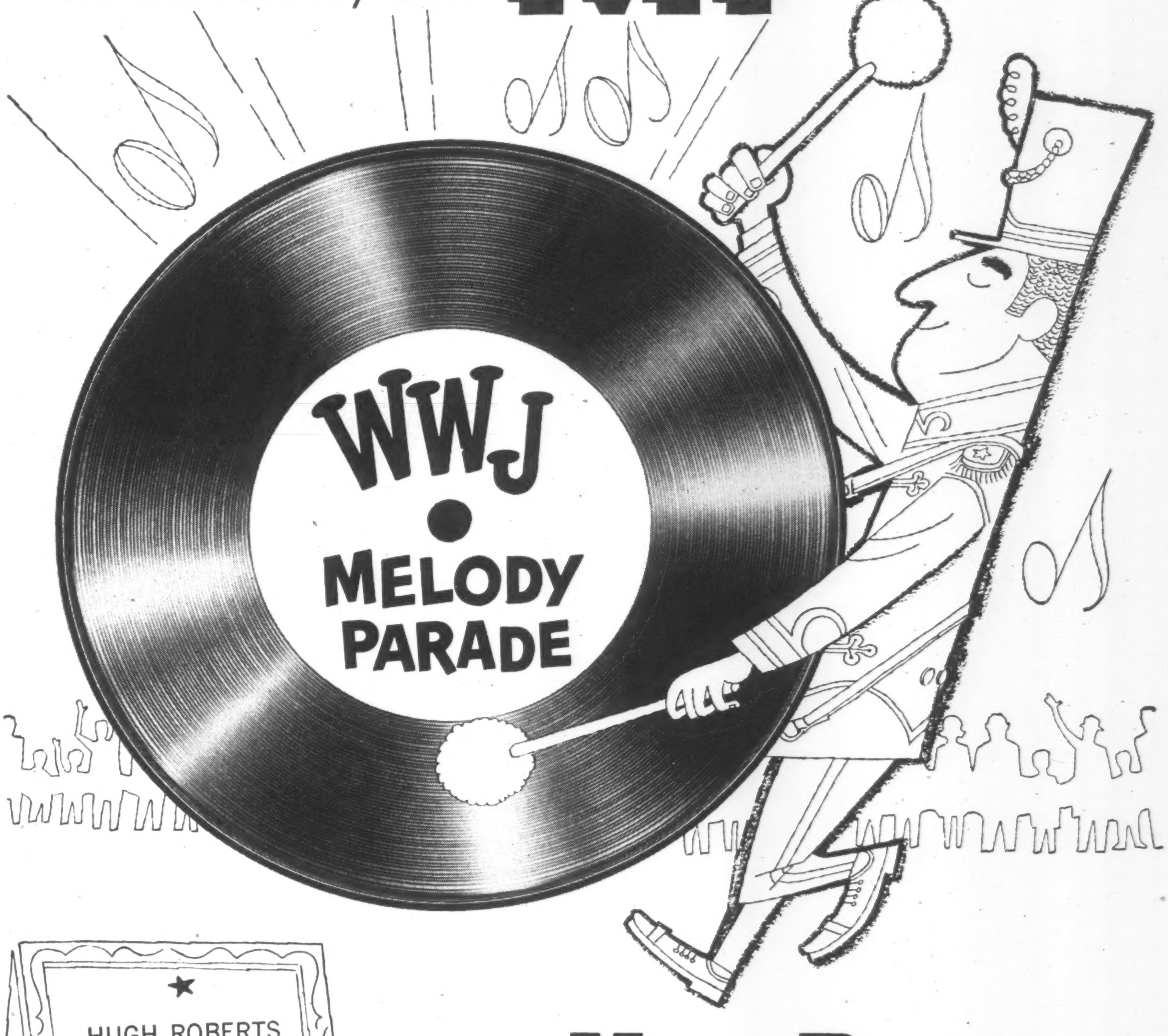
The first week of hearing was given to the introduction of testimony by the Commission's Broadcast Bureau in favor of the move. Also participating in the hearing, all favoring the Commission's recommendations, are ch. 50 WEHT (TV) Evansville, ch. 21 WKLO-TV Louisville (now dark) and ABC.

Last summer [AT DEADLINE, Aug. 12] WTVW asked the U. S. Court of Appeals to issue a stay against the FCC order moving ch. 9 from Hatfield, Ind., to Evansville as a non-commercial, educational channel and the serving of its show cause order to the Evansville station looking toward the channel shift from 7 to 31. This was denied. During the argument in court, WTVW's attorney pointed out that the station had spent $750,000 in construction and lost more than $450,000 since it began operating in August 1956.

The Evansville move is one of several in which the FCC has ordered single vhf channels already granted out of cities to make them predominantly uhf. Other channel shifts, ordered early last year, involved the moves of ch. 12 from Fresno (KFRE-TV) to Santa Barbara, Calif.; ch. 2 from Springfield, Ill. (WMAY-TV) to St. Louis, Mo., and ch. 8 from Peoria (WIRL-TV) to Rock Island, Ill. In addition to these vhf deletions the FCC added vhf channels to a number of cities, such as New Orleans, Norfolk, Miami and Beaumont-Port Arthur, Tex.

The WTVW case is further complicated by a stockholder fight which came to a head last year [GOVERNMENT, Dec. 16]. At that time, the Commission was asked to approve the establishment of a voting trust for a group of WTVW stockholders over the protests of Rex Schepp, principal stockholder. An injunction had been obtained forbidding Mr. Schepp to exercise any official functions in the management of the station and it was agreed to relinquish voting rights in Class A stock, of which Mr. Schepp had been majority holder, to stockholder Freman Keyes. Mr. Keyes, formerly of Russel M. Seeds Co., is now senior member of the New York advertising agency, Keyes, Madden & Jones.

IN DETROIT, GET MP



★

HUGH ROBERTS
6:00-9:00 A.M.

★

JIM WOOD
11:00 A.M.-12 N

★

BOB MAXWELL
12:15-2:00 P.M.
6:30-7:30 P.M.

★

JIM DELAND
4:00-6:00 P.M.

★

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Convert 770 Kc to I-B, FCC Examiner Suggests

Another round in the nearly two-decade-old contest between KOB Albuquerque and WABC New York over the use of 770 kc was concluded last week with an initial decision by FCC Hearing Examiner Hugh B. Hutchison. He suggested that 770 kc be made a Class I-B frequency—thus permitting both KOB and WABC to operate.

Mr. Hutchison's decision, one of an almost endless list of official decisions and recommendations issued over the years in this case, was based on his arriving "at what the evidence irresistibly establishes would be the best possible solution in the public interest of the historically unique and extraordinarily complicated and vexatious problem of allocation involved in this proceeding."

According to the examiner's recomendation, the Commission should amend its rules to change the designation of clear channel 770 kc from Class I-A to Class I-B. At the same time the FCC would order Albuquerque Broadcasting Co. and AB-PT to show cause why the authorizations of their respective stations should not be modified to operate as Class I-B clear channel stations on 770 kc, with 50 kw, unlimited time, and directional antenna at night to protect the service of each station.

KOB is licensed on 1030 kc, with 10 kw, has a cp for 1130 kc, with 50 kw, but has been operating under a special service authorization on 770 kc since 1941. For most of this time WABC, which is licensed on 770 kc, with 50 kw, has been attempting to force the station off its channel.

KOB, which commenced operation in 1922 and used several different frequencies and various powers in radio's early days, was assigned 1030 kc, with 10 kw in March 1941. Later in the year, on the "indication that KOB's service area . . . would be more extensive" the Commission, on its own motion, modified the station's special service authorization to specify 770 kc in lieu of 1030 kc. Some months previously, KOB had received permission to boost its power to 50 kw day, 25 kw night.

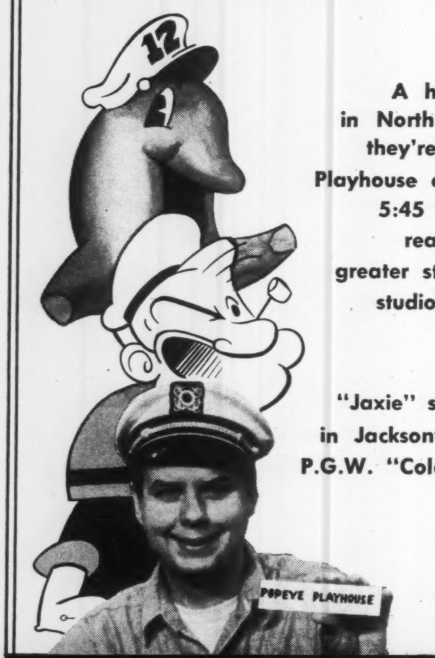
Soon thereafter, WJZ New York, predecessor to WABC, began the opposition which has lasted through 17 years.

In 1951 the U. S. Court of Appeals, acting upon WABC's appeal to keep KOB from continuing on 770 kc, upheld the authority of the FCC to issue special service authorizations for limited periods but held that the continuance of KOB's SSA "constituted a modification" of the New York station's license, without affording that party an opportunity for a hearing.

In 1952 the Commission granted a transfer of control of Albuquerque Broadcasting from T. M. Pepperday to Time Inc. and the late Wayne Coy, over the objections of WABC. Meanwhile, KOB's SSA was again continued. In 1955 the Commission decided to continue the operation of KOB on 770 kc pending the resolution of the 12-year-old clear channel proceeding. WABC again went to the Court of Appeals, which ruled that WABC must be protected. The FCC ordered KOB to directionalize at night. KOB has been operating on 770 kc with a nighttime directional array since April 26, 1957.

Also in 1957, KSTP-AM-TV Minneapolis bought KOB-AM-TV for $1.5 million.

"JAXIE" SAYS, "THE SAILOR SENDS SALES SOARING"



A half-a-million youngsters in 64 counties in North Florida-South Georgia drop whatever they're doing to join Skipper Al and the Popeye Playhouse every Monday thru Friday from 5:00 to 5:45 P.M. This great participation show is reaching into the $1½ billion market with greater strength every day with Skipper Al, live studio audience, Popeye and Warner Bros. cartoons.

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FLORIDA'S COLORFUL STATION

Roosevelt Sets House Hearings On Complaints Against ASCAP

Rep. James Roosevelt (D-Calif.) announced last week that hearings on complaints against ASCAP will be held Feb. 25-28 in Washington by a special subcommittee of the House Small Business Committee.

The hearings are scheduled to look into charges that a clique of major music publishing firms control the copyright society [GOVERNMENT, Feb. 3].

Mr. Roosevelt has said that Assistant Attorney General Victor R. Hansen, chief of the Justice Dept.'s antitrust division, will be invited to appear as well as ASCAP and other groups. Information secured at the hearing will be turned over to the Dept. of Justice and the House Judiciary Committee, he has announced.

Senate Committee Would Classify Federal Agency 'Leaks' as Crimes

The Investigations Subcommittee of the Senate Committee on Government Operations last week recommended making it a crime to "leak" decisions of federal regulatory agencies. In a report titled "Leaks of CAB Decisions of Aug. 2, 1956, Affecting Northeast Airlines Stock," the committee tells how sales of Northeast stock leaped from an average daily sale of 500 shares to nearly 24,000, the day after a secret CAB vote to grant the New York-Florida route to that firm in August 1956. Sen. Henry M. Jackson (D-Wash.), in submitting the report, referred to two pending Senate bills (S. 2461 and S. 2462) introduced by Sen. John L. McClellan (D-Ark.), Sen. Jackson and Sen. Ralph W. Yarborough (D-Tex.). The bills are in the Judiciary Committee.

Dellar Asks for Bakersfield Uhf

Lincoln Dellar, California broadcaster who recently sold the last of his station interests, applied last week to the FCC for ch. 17 in Bakersfield, Calif. Mr. Dellar had a 14% interest in KOVR (TV) Stockton, Calif., which was sold to the Gannett Co. for a total of $3.1 million. Mr. Dellar sold KXOA-AM-FM Sacramento, Calif., to Kalval Inc. for $500,000. He had a 50% interest in KJR Seattle, KNEW Spokane, both Wash., and KXL Portland, Ore., which were sold to Frank Sinatra and associates for an overall figure of $2 million.

Commission Deletes KVTX (TV)

The FCC last week announced cancellation of KVTX (TV) San Angelo, Tex., and deletion of its call letters. Lowell Smith and Joe N. Weatherby, doing business as San Angelo Tv Co., received their cp for ch. 3 in February 1957 but failed to act on it. They did not apply for extension when informed by the Commission of the permit's October expiration.

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ARB December 1957

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Full 316,000 Watts

1ST SATURDAY & SUNDAY SIGN ON TO SIGN OFF

1ST MONDAY THRU FRIDAY
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NOON TO 3 PM
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1ST SUNDAY THRU SATURDAY SIGN ON TO SIGN OFF 7 DAYS a week

WDEF-TV
CBS TELEVISION

CHATTANOOGA • The 77th Market

CNP Splits Syndication Set-Up; New Unit to Handle Re-run Sales

California National Productions, NBC's tv film subsidiary, is splitting its syndication operation into two distinct units.

The new alignment: NBC Television Films, a division, remains intact but will handle only distribution of new products. A new sales division—as yet untitled—will be responsible for syndication reruns and ex-network program series placed in syndication.

H. Weller Keever, vice president and general manager of CNP and NBC Television Films, appointed Jacques Liebenguth as manager of the new sales unit. Mr. Liebenguth has been forming a nucleus of salesmen. While no details were disclosed, it is known that CNP already has added "several" salesmen.

CNP's new syndication product includes *The Silent Service, Boots and Saddles—The Story of the Fifth Cavalry* and *Union Pacific*. These series now come under NBC Television Films. The new unit will handle a total of 17 reruns or former network program series such as *Medic, It's A Great Life, Victory at Sea, Frontier, Hopalong Cassidy, The Great Gildersleeve, Dangerous Assignment, Crunch and Des* and *His Honor, Homer Bell*.

The newly-formed sales force, according to Earl Rettig, CNP president, will specialize in local business, making use of "expert knowledge of local viewing habits and business conditions."

Two of the series—*Medic* and *It's A Great Life*—are CNP's latest first-run, off-the-network programs to be put into syndication.

Tv Spots Inc. to Produce New 'Crusader Rabbit' Series

A new *Crusader Rabbit* animated tv series, designed to appeal directly to adult as well as juvenile viewers, is being produced at the Hollywood studios of Tv Spots Inc. and will be offered to stations and sponsors by Regis Films. Both companies are owned by California industrialist Shull Bonsall, onetime associate of Jerry Fairbanks, from whom the rights to *Crusader Rabbit* were acquired. Tv Spots also is active in producing filmed commercials, such as the "Mr. Moo" spots for American Dairy Assn.

The new series is being filmed in 35 mm Eastman color film, from which 16 mm prints are available in both color and black and white, under the supervision of Mr. Bonsall as executive producer. Two units now are turning out 1,400 feet a week of completed animated cartoon film, said by Mr. Bonsall to be the highest output of any company in the country. By March 15 a third unit also will be on the job at Tv Spots, a total of 60 artists, scripters and animators turning out an unprecedented total of 2,400 feet of complete animation or six five-minute episodes, per week.

A total of 260 episodes will be produced, William H. Buman, vice president and general manager of Tv Spots, said. Each story sequence will comprise 20 five-minute episodes, or they can be combined in units of four into five 15-minute programs if desired. Production cost for the full 260-program series will total about $1 million, he estimated.

Warner Net Loss $476,000 For First Fiscal Quarter

Warner Bros. Co. shareholders came in for some bad news last week as WB officials told the annual shareholders meeting in Wilmington, Del., that the company had a net loss of $476,000 (after taxes) for the first three months of the current fiscal year (quarter ended Nov. 30, 1957).

Re-elected for another two-year term were directors Waddill Catchings, Stanleigh P. Friedman, Benjamin Kalmenson, Thomas J. Martin and Robert W. Perkins. The terms of other board members—Charles Allen, Jr., Serge Semenenko and brothers Albert, Harry and Jack Warner—expire next year.

For the first three months of the 1957 fiscal year (period ended Nov. 30, 1956), WB reported a net profit of $1.6 million after taxes. As of Nov. 30, 1957, net current assets were $39,127,000, as against $40,956,000 in November 1956. Film rental, sales, etc., dropped for the first three months of the current fiscal year from $20.7 million to $15.8 million. No tv revenue breakdown was disclosed.

Heller & Co. Rejects $27,000 Bid For Pathe Pictures Newsreels

Mrs. Roberta L. Dewey of New York last week agreed to pay $27,000 for the 22-million-foot Pathe Pictures Inc. newsreel library, only to learn that her bid would not satisfy Pathe's creditors.

Mrs. Dewey is the widow of famed Columbia U. pragmatist-philosopher John Dewey. She had intended to take the films and make an educational film library in memory of her husband. But Walter E. Heller & Co., New York finance firm which held the auction to regain the $275,000 it claims is due from the now-bankrupt Pathe Pictures Inc. (which had bought the library for $500,000 from Warner Bros. Co.), felt the $27,000 bid "wholly inadequate" and refused to accept Mrs. Dewey's offer. Still undecided last week: whether a new auction will be held.

AAP Negotiates $1 Million Sale Of Warner Library in Australia

Associated Artists Productions has announced the $1 million sale involving the bulk of its Warner Bros. features library to Australian commercial tv stations. Norman Katz, AAP's director of foreign operations, reported these sales results after his overseas trip: a contract for more than 500 features with Herald Sun Television, Melbourne, and Television Corp., Sydney, for stations HSV and TCN, respectively. Mr. Katz labeled the sale the "largest feature . . . deal made for foreign tv by any company and the first total library placement abroad." AAP previously had sold some of its Warner Bros. package in Australia (AAP has about 750 Warner pictures for sale abroad). Also disclosed: the sale of the third feature package and cartoons to British commercial tv, some 60 features to Hong Kong closed-circuit pay tv and a contract for features in Belgium. Mr. Katz said AAP is negotiating with Czechoslovakia and Poland for feature picture sales.

AAP 'Vanguard' Film Launched Into Multi-Market Sales Orbit

Associated Artists Productions reports that its 52-title package of Warner Bros. features called "Vanguard" has been placed in sales orbit. The feature package was released as a unit (to be followed by similar packages in the future) early in January in line with a new sales plan for the Warner features. In this plan, AAP eliminated 200 titles from the Warner library and split the remaining features into groups of 52 titles for release at intervals during the next few years.

The "Vanguard" sales announced last week by W. Robert Rich, AAP's general sales manager: KHJ-TV Los Angeles; KGHL-TV Billings, Mont.; KBOI-TV Boise, Idaho; KSHO-TV Las Vegas, Nev.; KVII-TV Amarillo, Tex., and KCSJ-TV Pueblo, Colo. Mr. Rich also reported that negotiations for "Vanguard" are nearly complete for additional markets with signed contracts expected this week. Other AAP sales noted by Mr. Rich: Warner and Popeye cartoons to KGHL-TV and KTWO-TV Casper, Wyo., and Popeye cartoons to WVET-TV Rochester, WSPD-TV Toledo and KKTV-TV Colorado Springs. KGHL-TV also purchased AAP's Sherlock Holmes film feature package.

Edison Fund to Co-Produce Tv Film Series on Science

The Thomas Alva Edison Foundation has reported that the foundation will cooperate in the production of a tv film series designed to stimulate interest in science generally and in the need for more and better trained scientists, science teachers and engineers. George Probst, executive director, said negotiations are under way with a major midwest company to sponsor the series, which may run to 20 one-hour films.

Mr. Probst declined to name the potential sponsor, pointing out that talks have not been completed. He said the series will be produced by Rossman Productions, Hollywood, and will be partly dramatic and partly documentary. Mr. Probst said leaders in science, engineering, industry, government and the entertainment field will appear in the series.

FILM DISTRIBUTION

MCA-TV has made available to sponsors and stations second series of 39 half hours of *If You Had a Million* making it total of 78 half hours now in series, company reports.

Lang-Worth Feature Programs, packager of *Jim Ameche Show,* has announced that series is now available to stations after testing in eight markets. Feature of disc

Symbol of service

WGR-TV, Buffalo, like the fireman, is dedicated to never-ending service to the community.

Serving 534,668 TV homes in the 14th largest community in the United States is a big job—even bigger when you add the 559,361 Canadian TV homes in WGR-TV's coverage area.

This calls for constant alertness to the needs of rural and urban viewers . . . for the right combination of education, information and entertainment.

In delivering top ratings month after month, year after year, at a low cost per thousand viewers, WGR-TV serves the advertiser as well as the community.

WGR-TV, Symbol of Service in Buffalo, is affiliated with the ABC Television Network. Represented by Peters, Griffin, Woodward, Inc.

Symbol of Service T T C

TRANSCONTINENT TELEVISION CORPORATION

WROC-TV, Rochester • WGR-Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg
Offices: 70 Niagara St., Buffalo, MOhawk 2300 • 15 E. 47th St., New York, PLaza 1-3030

TA3

jockey series is that all commentary, interviews and other material on show (such as introducing or announcing local commercials) is done by Mr. Ameche to give series "integration and high sound quality of a studio production." Mr. Ameche, who has been disc jockey at KLAC Hollywood, starred in many early radio shows including *First Nighter* and *Jack Armstrong*.

FILM SALES

R. J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., will sponsor National Telefilm Assoc.'s *Sheriff of Cochise* half-hour tv film series in five markets on 52-week basis effective immediately. Stations being used are WSB-TV Atlanta, WHAS-TV Louisville, WRC-TV Washington, WTVT (TV) Tampa, Fla., and WJIM-TV Lansing, Mich. Agency: William Esty Co., N. Y.

RANDOM SHOTS

Wilding Picture Productions Inc. has moved all but its production facilities in New York to larger quarters at 405 Park Ave. Production facilities will remain at 69th and Lexington Sts.

Movielab Film Labs, N. Y., reported last week that company's annual volume of business in 1957 exceeded that of 1956 by about $500,000.

DDW Productions has been formed to handle creative duties on ABC-TV's *You Asked For It*. DDW is located at 6223 Selma Ave., Hollywood. Telephone: Hollywood 3-4173. DDW has signed **Jack Smith** as host for program, **Jay Selby** as writer and **Greg McRitchie** as musical director for network series.

W. J. Voit Rubber Corp., L. A., owned by American Machine & Foundry Corp., has signed product licensing arrangements with Ziv Tv's new *Sea Hunt* film series. Products comprise entire line of water sports equipment and toys all bearing "Sea Hunt" name. Voit already has pre-sold 16,000 toy, department, variety and sports goods stores on the idea and expects to gross more than $1 million. Negotiating: MRW Assoc., merchandising organization.

tba...tba...tba...tba...tba...tba...
tpa...tpa...tpa...tpa...tpa...

Tv Nets' '57 Gross $516.2 Million—PIB

Tv network gross time charges last year reached a record high of over $516.2 million, an increase of 5.7% over 1956, according to computations released last week by Publishers Information Bureau.

PIB's tabulation also revealed that December was the top month in gross time charges for the whole year: a total of $49,741,736 for all three networks, or an 11.1% increase over December 1956. The only other month in the year approaching this mark was October's total that topped $49.2 million.

December was the highest billing month in 1957 for ABC-TV which showed a 28.6% rise over its December 1956 total, and for NBC-TV which was up 8.4%. CBS-TV, up 7.8%, enjoyed in December its second highest month in 1957—October was tops.

CBS-TV led the networks in gross time charges billed individually last year. The network totaled $239.2 million-plus for the year, representing about 46% of the total time gross of all network billing in 1957, and for CBS-TV a gain of 7.1% above 1956.

NBC-TV billed $193.8 million-plus, an increase of 3.2% over 1956, and ABC-TV totaled $83.07 million-plus, up 8.3%. Compared to the top-biller CBS-TV, ABC-TV in January 1957 was out-grossed three times by Columbia, but in December that year CBS-TV's margin over American was less than 2½ times.

Following are network gross time charge comparisons in 1956 and 1957 for December and for the full year:

1956-1957 COMPARISON

	December 1957	December 1956	% Change	Jan.-Dec. 1957	Jan.-Dec. 1956	% Change
ABC-TV	$ 8,614,646	$ 6,699,450	+28.6	$ 83,071,284	$ 76,726,129	+8.3
CBS-TV	21,980,607	20,395,400	+ 7.8	239,284,899	223,520,382	+7.1
NBC-TV	19,146,483	17,666,721	+ 8.4	193,845,383	187,921,123	+3.2
	$49,741,736	$44,761,571	+11.1	$516,201,566	$488,167,634	+5.7

1957 NETWORK TELEVISION TOTALS

	ABC	CBS	NBC	Total
January	$ 6,715,581	$ 20,231,474	$ 16,554,941	$ 43,501,996
February	6,175,488	18,309,088	14,900,631	39,385,207
March	6,848,848	20,172,173	16,631,974	43,652,995
April	6,682,786	19,385,098	15,154,388	41,222,272
May	7,258,807	20,307,762	15,811,033	43,377,602
June	6,413,708	18,356,892	14,746,537	39,517,137
July	6,348,496	18,537,069	13,874,872	38,760,437
August	6,134,380	18,240,823	14,473,677	38,848,880
September	5,704,888	19,935,115	15,286,270	40,926,273
October	8,093,724	22,421,673	18,752,891	49,268,288
November*	8,079,932	21,407,125*	18,511,686	47,998,743*
December	8,614,646	21,980,607	19,146,483	49,741,736
	$83,071,284	$239,284,899	$193,845,383	$516,201,566

* Revised as of February 4, 1958.

WTVC (TV), WLOF-TV Join ABC-TV For Total of 83 Primary Affiliates

WTVC (TV) Chattanooga, Tenn., and WLOF-TV Orlando, Fla., have signed as primary affiliates of ABC-TV, bringing the network's primary affiliate total to 83, according to Alfred R. Beckman, ABC-TV vice president in charge of station relations; Reeve Owen, general manager of WTVC, and Donn R. Colee, general manager of WLOF-TV. The network now has a total of 215 affiliates in all categories.

An unidentified primary affiliate in Pittsburgh is expected to join the network in the fall, to make ABC-TV "the only network with primary vhf affiliates in each of the top 30 markets of the nation," Mr. Beckman said. These additions, he said, offer nearly 85% live coverage of U. S. homes for the network. The network anticipates live primary coverage to jump to nearly 90% next season, Mr. Beckman said.

WTVC, whose affiliation becomes effective tomorrow (Tuesday) when it goes on the air, operates on ch. 9 with 316 kw. WLOF-TV, affiliation of which is effective immediately, is on ch. 9 with 103 kw.

'Sally' Undergoing Face-Lift

Though Chemstrand Corp. has definitely decided to drop the Joan Caulfield-Marion Lorne *Sally* series on NBC-TV effective this April [AT DEADLINE, Feb. 3], producer Frank Ross (Miss Caulfield's husband) is giving the series a fast "face-lifting" in hopes of persuading present alternate sponsor Royal McBee to stay with "Sally" in the Sunday 7:30-8 p.m. slot. Effective with the Feb. 16 program, *Sally* will cease flitting from country-to-country and settle down in her home town as a secretary. Mr. Ross noted last week he had seven new

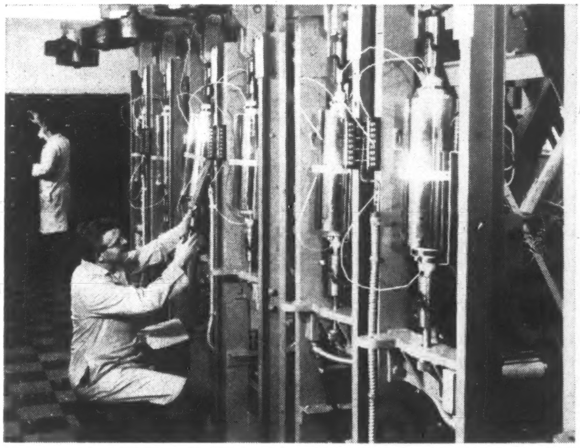
Industrial Miracle:

7¾-cent steel

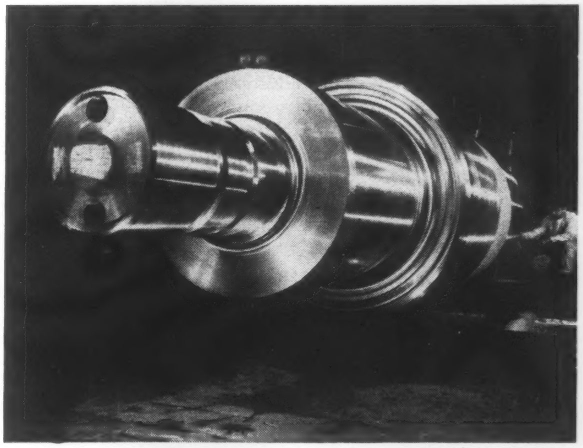
MOST MEN AND WOMEN would have no earthly use for an ingot of steel. So you may not have the remotest idea of what steel costs.

Actually, for all of the steels that it ships, United States Steel gets an average of 7¾ cents a pound. Less than a dime still buys a commodity whose manufacture requires billions of dollars worth of equipment, the skills of hundreds of thousands of men, and mountains of raw materials gathered from many parts of the world!

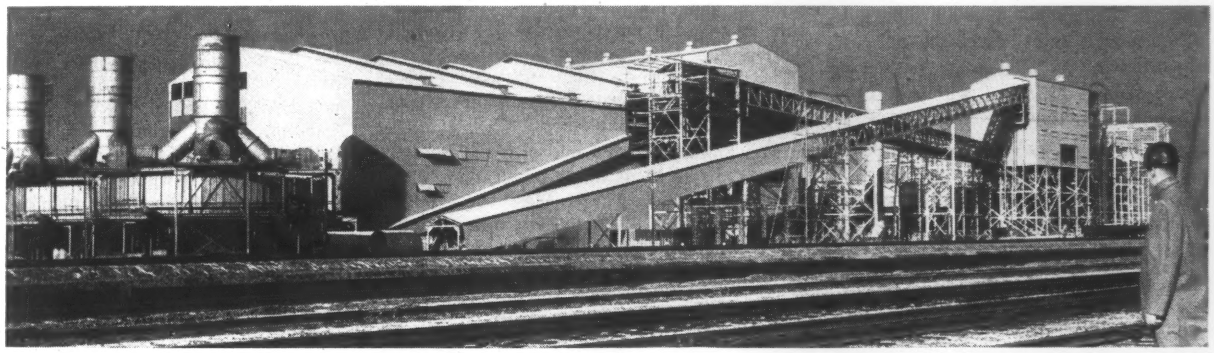
Since steel in some form touches your life every day, we think you'll be interested in what U. S. Steel is doing to keep steel the cheapest of all common metals.



In laboratories at U. S. Steel's new research center at Monroeville, Pa., we are making today's steel a better value. There, too, we are developing steel to withstand heat from atmospheric friction as no other metal can, for supersonic flights of the future. A long-range program is aimed at developing a metal twice as strong as any now existing. Here, research men are working on new high temperature alloys.



To make steel cheaper to use, U. S. Steel supplies it in hundreds of convenient forms, to thousands of individual plants which process, fabricate and assemble steel products for sale. However, even in a product that is mostly steel, the cost of the steel is one of the smallest factors. An unusual order for steel was this plate mill roll, the world's largest, forged and machined at a U. S. Steel plant.



To hold costs and prices at the lowest possible level through increased operating efficiency, U. S. Steel is continually improving its facilities. For example, shown above is one of U. S. Steel's new sintering plants scheduled to start operation in the Fall of 1958. Upon completion, the plant will produce 15,000 tons of sintered ore daily for U. S. Steel blast furnaces in the Monongahela Valley. In the face of mounting costs of new equipment and inadequate depreciation allowances, we have spent three and one-half billion dollars on improved facilities since 1945. Modernization programs in the Pittsburgh and Chicago districts, and in the West, will soon increase capacity over two million ingot tons.

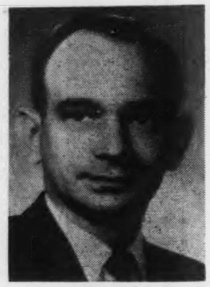
Watch the United States Steel Hour on television. See your local newspapers for time and station.

USS **United States Steel**

Sally episodes in the can—enough to carry him through March 30. Apparently Mr. and Mrs. Ross are hoping that NBC-TV won't be able to offer P. Lorillard Co. and Royal a suitable replacement for *Sally* and that the revitalized series might show sufficient rating recovery to warrant further sponsorship.

Eastman Names Moudy Assistant In Realignment of ABN Offices

Realignment of several American Broadcasting Network executives was announced last week by ABN President Robert E. Eastman.



MR. MOUDY

Dale L. Moudy, director of special station services since last September, has been named to the new—and additional—post of assistant to the ABN president. Before joining the network last year, Mr. Moudy was a vice president of Mid-Continent Broadcasting Co., having served originally with KOWH Omaha, moving up in the Todd Storz station family after Mr. Storz purchased KOWH in 1949.

The post formerly held by Raymond Eichmann, ABN director of sales development and research who left the company for NBC, will be split three ways, it was announced. Irv Lichtenstein, heretofore promotion-exploitation director, ABN special stations services department, will take over all promotional assignments formerly handled by Mr. Eichmann. His new title is ABN director of exploitation and promotion.

Mr. Eichmann's sales development post will be taken over by Henry W. Levinson, while the research phase of the post now will be handled by Lawrence J. Pollock.

Mr. Levinson joined ABN as a sales development trainee, moving up to writer last April. Earlier he had been copy chief of the Granite State Broadcasting Co. (WKBR Manchester, WTSV Claremont, WTSL Hanover, WTSN Dover, all New Hampshire). Mr. Pollock joined ABN in April 1956 from Dancer-Fitzgerald-Sample, New York, where he was project director in charge of creative media research. Mr. Lichtenstein joined ABN late last year from WWDC Washington where he was vice president in charge of publicity and promotion.

CBS Grant Goes to St. Joseph's

CBS Foundations Inc. reports making grant of $1,000 to St. Joseph's College for Women, Brooklyn, N. Y., as result of service to CBS of Rose Mary O'Reilly, manager of ratings for CBS-TV. CBS Foundations' agency for making educational and charitable grants on behalf of CBS Inc. and its divisions, is acting in accordance with plan set up in 1956, providing for gifts to independent colleges or universities from which women employes of CBS were graduated.

Services Held in New York For Salomon, NBC-TV Producer

Funeral services for Henry W. Salomon Jr., 40, NBC-TV director of special projects, were held in New York Tuesday. Mr. Salomon died Feb. 1 of a cerebral hemorrhage at his home in New York. Honorary pallbearers included Brig. Gen. David Sarnoff, RCA board chairman, and Robert W. Sarnoff, NBC president.

MR. SALOMON

Mr. Salomon was credited with conceiving and producing television programs cited for their cultural and sociological importance. Most successful of these was the *Victory at Sea* series which he was commissioned by NBC in 1950 to produce and which he had researched and planned since being released from active duty as a lieutenant commander in the U. S. Navy in 1948. The series went on the air in the fall of 1952 and its ensuing success brought Mr. Salomon the U. S. Navy distinguished public service award, considered that service's highest decoration to be awarded civilians.

At the time of his death Mr. Salomon was in the midst of preparing a history of musical comedy from 1900 to the present for presentation on *Project XX*, a series which he created in 1954 and produced until the time of his death. His most recent special projects plan for the network, announced Jan. 29, was for a new series of tv programs dealing with the conflict between democracy and communism in the mid-20th century, to be prepared in partnership with the Rockefeller Brothers Fund.

Mr. Salomon had been with the network since 1950 and was made director of NBC's special projects unit in May 1957. He is survived by his mother, Mrs. Lucia Angell Salomon; a sister, Mrs. Wilson Graham, and a brother, Roger.

NETWORK SHORTS

Keystone Broadcasting System announces plans to enlarge its physical facilities and hire additional personnel to "meet increased volume of business." Keystone will take on additional office space at its headquarters at 111 W. Washington Blvd. Company also reported total of 1,027 affiliates now subscribing to its service.

KDUH-TV Hay Springs, Neb., satellite of KOTA-TV Rapid City, S. D., will become satellite affiliate of CBS-TV on Feb. 16, Edmund C. Bunker, CBS-TV vice president and station relations director, announced last week. He said KDUH-TV, on ch. 4, would carry all CBS-TV programs ordered for and broadcast by KOTA-TV.

State Assn. Heads Plan Ad Tax Talks

The spread of local taxes on advertising and the need for action by broadcasters around the country will be among problems discussed Feb. 18-19 at the third annual Conference of State Association Presidents, to be held in Washington under NAB auspices.

Conference speakers will include Eric Sevareid, CBS News Washington correspondent, luncheon speaker Feb. 19, and FCC Chairman John C. Doerfer, who will speak briefly, preceding Mr. Sevareid; NAB President Harold E. Fellows, keynoter at the Feb. 18 luncheon, and Gabriel Hauge, special economic assistant to President Eisenhower, will appear during the closing afternoon.

Frederick S. Houwink, WMAL-AM-TV Washington, president of the Maryland-D. C. association, will speak on the local tax problem. The subject will come up at radio and tv panel discussions.

The opening event will be an open house at NAB headquarters the morning of Feb. 18. Meetings will start with the keynote luncheon, to be held at the Shoreham Hotel. In the afternoon NAB staff executives will conduct a discussion titled "Outlook: 1958," with Thad H. Brown Jr., tv vice president, as moderator. John F. Meagher, radio vice president, will direct a panel, "Inward Look: 1958."

Speakers the second day will include Hubbard Hood, WKRC Cincinnati, Ohio, association president, discussing state association affairs; George Greaves, KBET-TV Sacramento, California freedom of information chairman, "The Right to Know"; Dave Hoss, KSLM Salem, Ore., legislative liaison, and John W. Jacobs Jr., WDUN Gainsville, Ga., statewide campaigns.

State presidents who had accepted NAB's invitation at the weekend included Alabama, W. W. Hunt, WCOV Montgomery; Arizona, Tom Wallace, KTKT Tucson; California, John H. Schacht, KBET-TV Sacramento; Colorado, Robert H. Dolph, KFTM Fort Morgan; Connecticut, Charles Bell, WHAY New Britain; Delaware, Harvey C. Smith, WDEL Wilmington; Florida, James L. Howe, WIRA Fort Pierce; Georgia, Mr. Jacobs; Idaho, K. Clark, KBAR Burley; Illinois, Charles R. Cook, WJPF Herrin; Indiana, Lester G. Spencer, WKBV Richmond; Iowa, Kenneth S. Gordon, KDTH Dubuque; Kansas, Grover Cobb, KVGB Great Bend;

Kentucky, Dee Huddleston, WIEL Elizabethtown; Louisiana, Dierrell Hamm, KLFY-TV Lafayette; Maine, Elden Shute, WKTQ South Paris; Maryland-D. C., Mr. Houwink; Massachusetts, Roy V. Whisnand, WCOP Boston; Michigan, Martin Giaimo, WJEF Grand Rapids; Missouri, Bruce Barrington, WEW St. Louis; Nebraska, Virgil Sharpe, KOWH Omaha; New Mexico, C. O. Kendrick, KVBC Farmington; New York, William Doerr, WEBR Buffalo; North Carolina, E. Z. Jones, WBBB Burlington; North Dakota, Leslie E. Maupin, KLPM Minot (secretary-treasurer); Ohio, Mr.

Hood; Oklahoma, Leo R. Morris, WBBZ Ponca City.

Oregon, Mr. Hoss; Pennsylvania, Roy Morgan, WILK-AM-TV Wilkes-Barre, and George Koehler, WFIL Philadelphia, (first vice president); Rhode Island, Milton E. Mitler, WADK Newport; South Dakota, Evans Nord, KELO Sioux Falls; Tennessee, John P. Hart, WBIR-AM-TV Knoxville; Texas, M. E. Danbom, KTBB Tyler, and Albert D. Johnson, KENS San Antonio (vice president); Vermont, Frank A. Balch, WJOY Burlington; Virginia, Carl L. Lindberg, WPIK Alexandria, and Milton B. Henson, WREL Lexington (vice president); Washington, Leonard H. Higgins, KTNT-TV Tacoma; West Virginia, C. Tom Garten, WSAZ-AM-FM Huntington, and Wisconsin, Hugh Boice Jr., WEMP Milwaukee.

Dynamic Films' Zucker to Head Film Producers Assn. of N. Y.

Nathan Zucker, president of Dynamic Films Inc., New York, last week was elected president of the Film Producers Assn. of New York, succeeding Harold E. Wondsel, partner in Wondsel, Carlisle & Dunphy Inc.

Other officers elected for 1958 are Lee Blair, Tv-Film Graphics Inc., New York, vice president; Mrs. Maxine Culhane, Shamus Culhane Productions, secretary, and Edward J. Lamm, Pathescope Co. of America, treasurer. New members of the board of directors are Stephen Elliot, Elliot, Unger & Elliot Inc.; Walter Lowendahl, Transfilm Inc.; Peter J. Mooney, Audio Productions Inc.; David I. Pincus, Caravel Films Inc., and F. C. Wood Jr., Soundmasters Inc.

FPA currently is in negotiation with the Screen Actors Guild on a new contract covering tv film commercials to replace the one which will expire March 20 [PERSONNEL RELATIONS, Jan. 20]. The talks were suspended for a week but will resume in New York tomorrow (Tuesday).

BPA Board Appoints Chairmen For Fall St. Louis Convention

Appointments of program and arrangements chairmen for this fall's Broadcasters' Promotion Assn. seminar were made in closing hours of the BPA board meeting in Chicago [TRADE ASSNS., Feb. 3].

Elliott W. Henry Jr. of ABC Central Div., BPA president, announced that John F. Hurlbut, WFBM-AM-TV Indianapolis, will handle program details and Don Curran, KTVI (TV) St. Louis, arrangements for the St. Louis convention Nov. 16-19.

Among other late actions during the all-day session, the board approved (1) amendments to the BPA constitution and bylaws clarifying terms of tenure for officers and directors; (2) a plan to permit advance seminar registration to paid-up members; (3) another plan to raise BPA membership to 600; (4) proposals that the BPA board take part in state broadcaster meetings to explain BPA purposes and aims.

The board rejected, after "considerable debate," a suggestion that promotion managers of station representative firms be permitted to join BPA as voting members. The membership plan was submitted by James Kiss, WPEN Philadelphia, on behalf of Howard W. Meagle, WWVA Wheeling, W. Va., who is membership committee chairman.

The board plans to meet again June 14 at the Chase Hotel in St. Louis, 1958 BPA convention site. Fourteen of BPA's 17 officers and directors were present at the Jan. 31 session. Officers attending, besides Mr. Henry, were Charles A. Wilson, WGN-AM-TV Chicago, first vice president; Montez Tjaden, KWTV (TV) Oklahoma City, second vice president, and William E. Pierson, WBKB (TV) Chicago, secretary-treasurer.

Pittsburgh Judge Would Relax Canon 35's Bans on Radio-Tv

Relaxation of Canon 35 of the American Bar Assn., with its bans against camera and tape coverage of court trials, is favored by Judge John G. Brosky, of the Allegheny County Court (Pittsburgh) in Pennsylvania.

Speaking on the *For the Record* program of KDKA Pittsburgh, Judge Brosky spoke of visual-aural coverage this way: "I think the real test should be as to whether or not any of these devices or means or the manner in which it is done in the courtroom causes a disturbance, interferes with the orderliness of a court trial, brings about such a commotion to an extent that it would dis-

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in Coverage

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SHARE—7 A.M. TO 6 P.M.
49%—WAKR IS 1st
WITH MORE LISTENERS THAN ALL OTHER RATED STATIONS COMBINED
* Oct. thru Dec. 1957, Mon. thru Fri.

***PULSE**
SHARE—6 A.M. TO MIDNIGHT
42%—WAKR IS 1st
LEADS IN EVERY QUARTER HOUR PERIOD DAY AND NIGHT
* Oct. 1957—Mon. thru Fri.

***NIELSEN**—NCS #2
WAKR IS 1st
In Audience and Coverage
* Leads all Akron Stations in Summit, Portage, Medina, Wayne and Stark Counties

National Rep.: BURKE-STUART Company, Inc.
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tract the jury, the witness who is testifying and the judge from giving their fullest concentrated powers to the matters at hand."

Judge Brosky observed that the official court reporter often keeps a tape recorder handy for the sake of accuracy. "This isn't disturbing," he contended.

At the same time Judge Brosky commented that a steady flow of persons entering and leaving a courtroom is highly distracting. He said that before allowing pictures or recordings he would clear the matter with the president judge of the court, who sets courtroom procedure.

Brockway Praises Broadcasters For Aid in Ad Council Efforts

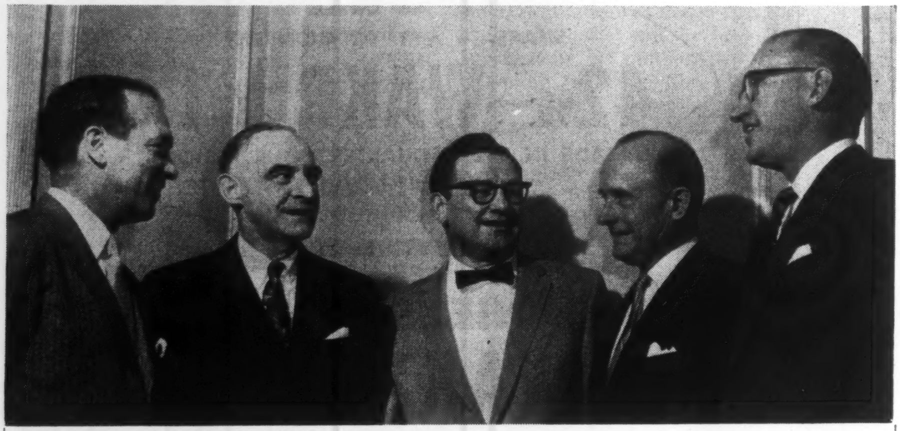
Broadcasters' participation in the public service advertising campaigns of the Advertising Council was praised last week by Louis N. Brockway, executive vice president of Young & Rubicam and chairman of the Ad Council.

Speaking at a Radio & Television Executives Society luncheon in New York Wednesday, he said 1957 contributions to these campaigns by media, advertisers and agencies were the greatest in council history—and "the bulk of that support came from radio and television broadcasters and their advertisers." Year-end figures, he reported, show that the circulation given to Council campaigns in 1957 through network commercial programs alone rose 50% over 1956, climbing from 10 billion to more than 18 billion home impressions. Further expansion is planned this year, he added.

Mr. Brockway urged broadcasters to take a personal part in the upcoming 1958 Red Cross drive.

Gen. Alfred M. Gruenther, president of the American Red Cross, stressed the psychological phases of the struggle between Russia and the free world. The Soviet Union and its satellite countries, he said, are currently broadcasting a total of about 294 hours in English each week.

The RTES luncheon honored the Advertising Council and the Red Cross.



COMMENTING *on broadcasters' participation in public service advertising campaigns, following a RTES luncheon, were (l to r) Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres; Gen. Lucius C. Clay, chairman of the board, Continental Can Co.; Frank E. Pellegrin, vice president, H-R Television and treasurer, RTES; Gen. Alfred M. Gruenther, president, American Red Cross, and Fred Gamble, president, American Assn. of Advertising Agencies.*

Keep Sponsorship Open, Evangelicals Exhorted

Evangelical clergymen are confronted by spreading efforts to close broadcasting channels to sponsored religious programming, members of National Religious Broadcasters were told at their Wednesday-Thursday convention in Washington.

Members were urged by Dr. Eugene R. Bertermann, NRB president and active in *The Lutheran Hour* series, to make every effort to obtain cooperation of local radio and tv stations in keeping facilities open for sponsored religious programs. "At the national plane," he said, "the radio and television industries have been fair and generous in their attitude." He regretted "a dangerous hiatus" in some areas between national broadcasters and local-regional broadcasters.

Evangelicals are opposing what they call an attempt by the National Council of Churches to halt sponsored religious broadcasting through control over state and local church councils.

Frederick S. Houwink, general manager of WMAL-AM-FM-TV Washington, explained why the stations are gradually discontinuing commercial religious broadcasts. He explained the policy this way: "We simply think that it is wrong to charge money for religious broadcasts. We feel that it is our duty and our privilege to bring religious broadcast service to the public. Please do not infer that we have any question as to your right to buy time from stations who will not clear on any other basis."

Mr. Houwink added, "We feel that our refusal to sell time for religious broadcasts enables us to refuse certain types of programs. When we sell time, we have to sell to any and all comers. When we give our time, we can allocate on the basis of the needs of our local community.

"We try to serve all of the religious faiths in keeping with our time availability and our overall program demands."

Lionell Baxter, manager of WIBG Philadelphia, explained how radio stations have been going through a self-diagnosis process because of television's impact. He said he applies this test to a broadcast: "Would I listen to this program?" Radio has gone through the transition from an entertainment to a communications-entertainment medium, he said, with news and informational programs receiving more attention as show business has largely moved to television.

Harold E. Fellows, NAB president, said members of NRB and their clerical colleagues are in a position to exert leadership in revitalizing America's historical freedom as well as in spiritual matters. He continued, "I believe you can contribute as richly to the strength of America, through reasserting our allegiance to her ideals, as can the scientists who are building missiles and the political leaders who are enacting and enforcing laws and the teachers who are inculcating our youth with the formulas of the new scientific world."

Robert Hurleigh, MBS Washington vice president, urged religious broadcasters to meet the growing problem of personal tension by helping individuals live with the growing tensions of the era. He said broadcasters are anxious to participate in religious programming as part of their public service.

Four VOD Contest Winners To Receive Awards at Luncheon

Fifty-two high school students, who won state and territorial Voice of Democracy contests, will be guests at the VOD awards luncheon Tuesday at the Willard Hotel, Washington. Four of the students will be named co-winners of the national contest, receiving $500 scholarships and gold recordings of their winning speeches.

The luncheon will climax a four-day all-expense tour of the Nation's Capital by the 52 winners, picked from 750,000 entrants. FCC Chairman John C. Doerfer will present the scholarships. Dr. L. G. Derthick, U. S. Commissioner of Education, will present all the winners with state-territorial certificates.

Sen. Frank Church, (D-Idaho), 33-year-old legislator who once won a national high school speaking contest, will deliver the principal address at the awards luncheon. The contest, now in its 11th year, is sponsored by NAB, Electronic Industries Assn. and U. S. Junior Chamber of Commerce. It is endorsed by the U. S. Office of Education.

Harrison Re-elected LAA Head

Lester Harrison, Lester Harrison Inc., New York, was elected president of the League of Advertising Agencies Inc. last week for the second consecutive year. Harold J. Siessel and Max B. Pearlman, each head of his own agency, were elected vice presidents, while Ben B. Bliss, Ben B. Bliss Co., was named secretary, and Hy Blumberg, Blumberg & Clarich, was named treasurer. Julian Ross continues as executive secretary. Ben M. Reiss, Friend-Reiss Adv., continues as vice president. New board members (each head of his own eastern agency) included A. D. Adams, Arthur

Bandman, Ted Bernstein, Charles Ford, Arnold Z. Rosoff, Philip I. Ross, Nat Roth, Larry Schwartz, William C. Seidenbaum, Max Sinowitz, Ed Stonehill and Norman D. Waters.

RTNDA Brief to Protest Arrests Of Cameramen in Florida

The Radio and Television News Directors Assn. is putting its money where its convictions lie and will fight a circuit court action involving the arrest of two Miami tv station cameramen last fall.

The association's board paved the way for action this March by appropriating enough funds for an attorney to draw up a brief. RTNDA as an *amicus curiae* will challenge Dade County Judge Vincent Giblin's arrest of Ben Silver, WCKT (TV), and Robert Brumfield, WTVJ (TV). He found them guilty of contempt of court and fined each $25 for photographing a defendant outside the courtroom [TRADE ASSNS., Nov. 11, 1957].

Both WTVJ and WCKT consider it a test case and have appealed to the Florida Supreme Court. Judge Giblin ordered the station photographers not to take pictures within 30 feet of the room or of the defendant while leaving the county jail in the same building.

Radio and Television News Directors Assn. holding its annual convention in Miami Beach that same week, deplored the incident as evidence of court bias against visual reporting. It expressed hope, but unfruitfully, that Judge Giblin would release the cameramen.

Ike: Farmers Rely on Radio-Tv

Farmers of the nation "are much dependent upon the services of the radio and television industry" for immediate and complete information on weather, markets and other factors affecting agriculture, President Eisenhower said Feb. 1 in a statement for observance of Farm Broadcasting Day. In a message to Robert Miller, WLW-WLWT (TV) Cincinnati, head of National Assn. of Television & Radio Farm Directors, he added, "The responsible manner in which their needs are met merits high praise."

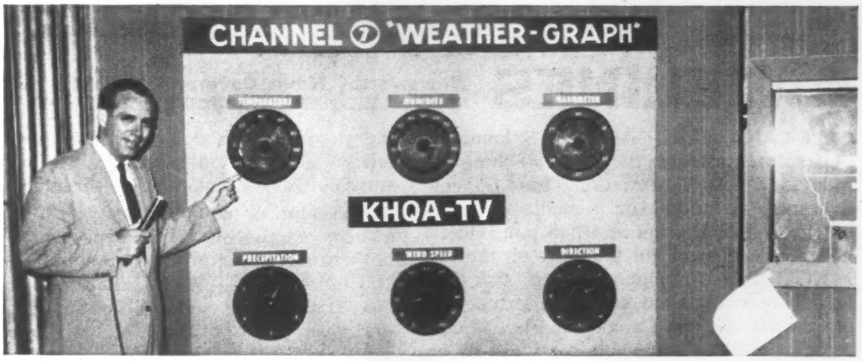
David to Direct RAB Promotion

The appointment of Miles David as director of promotion for Radio Advertising Bureau was announced last week by RAB President Kevin B. Sweeney. Mr. David has been executive editor of *Sponsor* magazine. He will take up his new duties March 1 when Sherril W. Taylor, vice president and promotion director, assumes the new post of vice president and director of sales administration [TRADE ASSNS., Feb. 3].

TRADE ASSOCIATION SHORTS

Mutual Pacific, MBS' western division, has become member of Southern California Broadcasters Assn.

American Women in Radio & Tv, New England Chapter, held its sixth annual meeting at Hotel Statler in Hartford, Conn., on Feb. 7-9.



KHQA-TV

BENDIX "WEATHERMAN"

lets TV viewers see weather record itself!

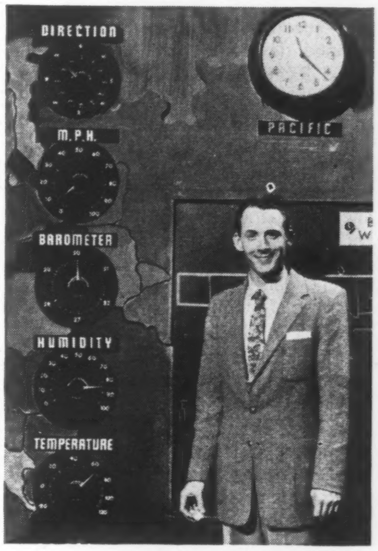
The Bendix "Weatherman*" will give your audience greater accuracy in weather reporting and a clearer picture of weather happenings, to make an important public service even better. Weather conditions can be read instantly from large and easy-to-read dials, showing outdoor temperatures, relative humidity, rainfall, atmospheric pressure, wind speed, and wind direction.

Such stations as WFIL-TV, Philadelphia; KHQA-TV, Hannibal, Mo. and Quincy, Ill. and KWTV-TV in Oklahoma City, have found that this new presentation of the weather by the "Weatherman" is more interesting than relayed information. And with the Bendix "Weatherman" every installation is unique because the dials can be arranged in so many different positions.

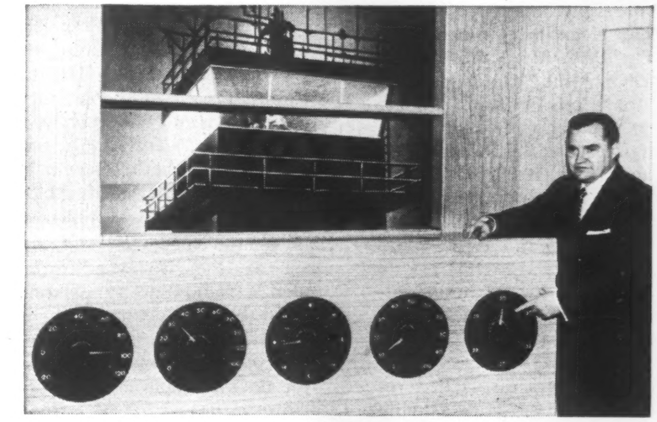
With the exception of the barometric pressure unit, each indicator is actuated by a remote (roof top) transmitter and is connected to the transmitter by electrical cable. "Weatherman" indicators and transmitters can be obtained as individual units.

The "Weatherman" is made by Bendix Friez, makers of weather-data instruments for eighty-two years. For further information, write direct to this division, 1324 Taylor Avenue, Baltimore 4, Maryland, or telephone VAlley 3-4040.

*REG. TRADE MARK



KWTV-TV



WFIL-TV

Friez Instrument Division

Bendix
AVIATION CORPORATION

DATELINES

Newsworthy News Coverage by Radio and Tv

CAPE CANAVERAL—As the U. S. launched its Explorer satellite the night of Jan. 31, radio and television stations found themselves in the middle of a media scramble touched off in Florida at 10:48 p.m. Here's how some of them got the news on the air:

KGO San Francisco, tipped that the launching was at hand, enlisted a former employe now at Cape Canaveral, Fla., as correspondent. The correspondent stood by an open telephone line for nearly a day waiting to speak the name, "Charles Atlas." When at last he flashed the signal, the KGO newsroom was ready with the bulletin. The long preparation resulted in a claimed three-minute exclusive. From there on KGO filled in with eye-witness reports and subsequent developments.

Frank Doyle, correspondent for WCAU Philadelphia, alerted that station 18 minutes before the Jupiter firing and gave the bulletin at 10:48:11. It was on the air in two seconds, supplemented later by telephoned developments.

Ed Ryan and Bill Grove, news directors, respectively, of WTOP-AM-TV Washington and WMBR-AM-TV Jacksonville, Fla., handled the Cape Canaveral assignment for the *Washington Post* stations. Access to one of 10 priority telephones at the launching site was gained by Mr. Ryan, who arranged to use the CBS telephone after that network's correspondent. Audiences in Jacksonville and Washington got his two-minute direct report nine minutes after the firing.

WFIL Philadelphia reports broadcasting Explorer's signal within a half hour of its launching. The live signal was picked up by telephone from the RCA Empire Studios.

WINZ Miami, Fla., got its tape of the satellite signal from John Petroff, operator of a radio-tv service, who stood by five days and nights to record the Explorer sound.

The news flash of the Florida firing touched off a scramble at studios of KFMB-TV San Diego as staffers located a German scientist just back from a tour of missile centers and persuaded him to appear on a hastily documented satellite program. Next, George Stantis, program supervisor, found interviewer Harold Keen in a movie theatre. By 10:45 p.m. PST, Mr. Keen was on the air with Kraft Ehricke, who is a technical specialist for Convair Astronautics, and Ray Wilson, station newsman who broadcast the original satellite bulletin. The scientist, just back from Huntsville, Ala., where the Jupiter C was born, explained and diagrammed the system in the half-hour program, *The U. S. Satellite—Its Significance.*

KMPC Los Angeles in the 24 hours following the Explorer's first flight tracked the story around the U. S. to London, Moscow and Canberra, Australia.

KTTV (TV) Los Angeles dispatched remote trucks to Temple City, Calif., satellite tracking site, after the firing. Meanwhile lines were opened to Washington and viewers got direct reports from the National Academy of Sciences. Cut-ins from Temple City featured newscaster George Putnam in interviews with scientists who illustrated the story with models of the rocket and satellite. Remote units of KTLA (TV) Los Angeles also were stationed at Temple City.

Ron Oppen, newsfilm reporter on permanent assignment at the cape for WTVJ (TV) Miami, Fla., flew his sound-film story 200 miles back to WTVJ after the launching. The telecast climaxed continuous missile coverage by WTVJ at Cape Canaveral since May 1956. Roger Reese assisted Mr. Oppen during the week leading up to the Explorer firing.

KDKA Pittsburgh two minutes after the Friday newsbreak had an AP newsman on the telephone from Cape Canaveral with details of the Army feat.

FRANKLIN—Carl Ide of KDKA-TV Pittsburgh spent days in Franklin, Pa., with KDKA colleagues covering the murder trial of Mrs. Lydia Dean. A few days before the verdict was returned Mr. Ide got the judge to modify his rule against newsreel coverage in the courtroom and allow filmed interviews in the lawyers' conference room. Filmed interviews followed with attorneys of both sides, officials and witnesses. When the not-guilty verdict came last Tuesday, the KDKA stations had it in one minute. On the story with Mr. Ide were newsman Mike Levine of KDKA, with radio newscaster Paul Long and cameraman Charles Boyle, both of whom piloted planes in the course of the six-day commuting job.

DOUGLAS—A 36-hour alert in the newsroom of WHB Kansas City during the search for killer Charles Starkweather produced 37 bulletins and seven direct reports from authorities as the manhunt intensified, culminating in the Douglas, Wyo., capture. WHB climaxed an intensive job by reporting the capture less than half an hour after it occurred.

Across the country in Pittsburgh, WAMP newsman Herb Morrison taped a spot report right after the Starkweather arrest. Ken Prather of KATI Casper, Wyo., gave WAMP early confirmation and details, and later Keith Reider, editor of the *Douglas Budget,* described the capture again for easterners.

KMTV (TV) Omaha facilities were at the hub of the news wheel when the Starkweather capture was made. News Director Floyd Kalber received urgent calls from all three networks for coverage. NBC-TV requested a feed for *NBC News* from KMTV, basic NBC affiliate there, and while Mr. Kalber was still talking, CBS News also called for film coverage. As CBS held the line, and he completed arrangements with NBC-TV, Telenews telephoned for a

WFIL
WFIL
WFIL
WFIL
WFIL
AMERICAN BROADCASTING COMPANY

MOST people have trouble getting up for breakfast at home; last Thursday in Philadelphia, some 3,500 people turned out for orange juice and coffee between 6-9 a.m. The occasion: a fifth anniversary celebration for Phil Sheridan, who holds down that time slot for WFIL Philadelphia.

Mr. Sheridan invited listeners to join him for the early party and remote broadcast at the Bellevue-Stratford Hotel. WFIL's radio and tv personalities promoted the anniversary on their programs, stressing that they would personally share in the celebration. Last Wednesday ABN's Jim Backus made a flurry of on-air appearances promoting the event, while Dick Clark, m.c. of ABN's *American Bandstand,* added his congratulations by joining Mr. Sheridan for the party.

WFIL backed up the promotion with a heavy newspaper campaign, while Mr. Sheridan did his afternoon show from the hotel all last week, inviting lunchtime crowds to attend the Thursday breakfast.

The party was tied-in with the local Heart Fund Drive. In lieu of gifts, Sheridan requested that listeners send along contributions to the fund.

Whether it was the advance promotion or the enticement of an early morning breakfast, guests began to show up at 5:20 a.m., even before the hotel's ballroom doors had opened. By air time, 6 a.m., the hall was more than half-filled, and as the pictures show, by 7:40 the party was well under way. Mr. Sheridan (above, l) and Dick Clark topped off the affair with a remote broadcast in front of the celebrating crowd (above, r). Besides breakfast and three hours of entertainment, many guests took home birthday gifts, including an RCA color tv receiver.

feed for ABC-TV news the same evening.

As the Starkweather chase swirled around Lincoln, Neb., KFOR there was able to handle developments, it reports, by hard work and with the help of a three-way monitoring system connecting the KFOR newsroom with police, sheriff and state highway patrol. As corpses were discovered successively in North Lincoln and South Lincoln, KFOR added dimensions to the story with remote pickups and interviews. After the capture KFOR newsmen guessed they had handled, in addition to KFOR work, calls from 29 stations in this country and Canada, provided feeds to two networks and Storz stations and answered countless queries by visiting newsmen and telephone callers. So many listeners came to the station General Manager Richard Chapin had to order the doors locked.

HOLLYWOOD—KNX here provided almost instant coverage of the Feb. 1 Norwalk, Calif., air crash, in a report made possible because a staffer, en route to his home, saw the accident. George Gardner of the KNX-CBS Radio engineering maintenance department telephoned from a filling station next to wreckage of one of the planes, giving KNX its first phono-tape report, with details filled in by the filling station operator. The KNX shortwave mobile unit took over from there and worked on the story throughout the evening.

KTLA (TV) Hollywood had live pictures of the crash—bulletined at 7:29 p.m.—on the air at 8:18 p.m., beamed from station mobile units. At 9:21 KTLA General Manager Lew Arnold ordered regular programs pre-empted and remote coverage of the crash continued uninterrupted until 11:20. Gil Martyn, director of public service and public affairs, supervised coverage.

KTTV (TV) Los Angeles also had two remote units at the separate crash sites, preempting some 2½ hours of programming.

BOSTON—F. D. (Dinny) Whitmarsh, news supervisor of WBZ-TV here, worked out a way to telecast 8 mm film on a news show an hour and 45 minutes after receiving the problem reel. The rare footage showed an airman's parachute descent after the collision of two jets near Boston last month [DATELINES, Jan. 27]. Leo F. Gill of Newport, R. I., a passenger in a private plane, shot the plummeting pilot and his subsequent rescue by helicopter and rushed the film to Mr. Whitmarsh at WBZ-TV. The WBZ-TV team went to work on the 8 mm problem and shortly worked out a system of projecting the film on a rear screen with the tv camera picking up the picture from there. The film was processed and went on a regular 6:45 p.m. newscast.

KOMO-TV Newsfilm Subpoenaed

A filmed interview with a confessed murderer was subpoenaed for a trial in King County, Wash., Superior Court and news staffers of KOMO-TV Seattle were called in to testify. Newscaster Herb Robinson and KOMO-TV cameraman Howard Ramaley confirmed for the court their part in getting footage in which the defendant told why he killed his wife.

A compliment;
a responsibility

"Any property which you would consider worthwhile and worthy of your own personal investment likewise would be a property that I personally would find worthwhile and worthy of my own investment".

This vote of confidence in a letter to us from a Missouri buyer expresses one of our basic approaches in negotiations for properties. We value his comment highly.

If we believe that a station is priced out of reason, we will frankly tell the owner. If we believe that a price is fair, we will support that figure with the buyer.

Naturally, both parties don't always agree. That's where our long experience counts to resolve honest differences.

We are proud of our batting average.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON 1625 Eye Street N.W. NAtional 8-1990
NEW YORK 60 East 42nd Street MUrray Hill 7-4242
CHICAGO 35 East Wacker Drive RAndolph 6-6760
DENVER 1700 Broadway AComa 2-3623

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WWEZ NEW ORLEANS, LA. • Sold to Mid-Continent Broadcasting Co. (Todd Storz, president) by WWEZ Radio Inc. for $490,000. This sale is part of the deal whereby Mid-Continent donates its old New Orleans facilities on WTIX to the local school board (see story, page 86). Mid-Continent will retain its WTIX call letters on the WWEZ frequency. WWEZ operates on 690 kc with 5 kw. Other Storz stations are WHB Kansas City, WDGY Minneapolis-St. Paul, and WQAM Miami.

KMGM-TV MINNEAPOLIS-ST. PAUL, MINN. • Sold remaining 25% interest to National Telefilm Assoc., New York, which now owns 100%, by Loew's Inc. for $130,000 (see story, this page). KMGM-TV is on ch. 9.

KXLK GREAT FALLS, MONT. • Sold to Pat M. Goodover, president and general manager of KXLL Missoula, Mont., by Z-Bar-Net for $60,000. Seller is negotiating purchase of part of the stock of KFBB-AM-TV Great Falls; present sale is thus required under FCC duopoly rules. Other Z-Net stations: KXLF Butte, KXLJ Helena, KXLQ Bozeman and KXLL Missoula, all in Montana.

Labunski Joins Crowell-Collier To Head Radio Operations

Stephen B. Labunski, former programming vice president at American Broadcasting Network, last week joined Crowell-Collier Pub. Co. as director of radio operations, a new post. According to C-C President Sumner Blossom, Mr. Labunski will take charge of KFWB Broadcasting Co., wholly-owned subsidiary of Crowell-Collier. Robert Purcell remains as president and general manager of KFWB Los Angeles, which Crowell-Collier purchased in October 1956.

Mr. Labunski will operate out of New York. Before joining ABN last year, he was vice president and general manager of WDGY Minneapolis-St. Paul. He also has served with KCMO, KUDL and WHB, all Kansas City.

Non-Commercial City Orders KPEN (FM) to Get Out of Town

Things have gone well for KPEN (FM) Atherton, Calif., for its first three months in business. The only trouble is that it's licensed to a community that doesn't like businesses.

The City Council of Atherton—located in the San Francisco Bay Area— has served a cease and desist order on owner John Wickett, forbidding the station to broadcast its business address as 330 El Camino Real, Atherton. This leaves KPEN in the middle, caught between the FCC, which granted the facility as an Atherton station and wants it so identified, and the city fathers, who want no taint of commerce in residential Atherton.

Actually, Mr. Wickett left the city proper before KPEN ever went on the air. He transported a historic adobe building from nearby Menlo Park to use for the new station, but it failed to meet Atherton building standards. So Mr. Wickett hauled his building 2,400 feet up Kings Mountain and set up broadcasting on the mountain top. But he still has to use the Atherton address for mail, because the postal service falls short of the KPEN studio.

Occupying the Camino Real address used by KPEN is Mr. Wickett's real estate business. Evidently, he got to the site before the city fathers because his realty office is one of two commercial lots in the city (the other is the site of a gas station). When the town incorporated and passed the no-business ordinance, it was agreed commerce in Atherton would be limited to the pioneer concerns.

Now KPEN is threatened with legal action if it doesn't change its ID.

H-R Booklet Reveals There's Gold in Those Daytime Spots

Nearly seven million women (6,902,751) watch television in the average daytime quarter hour, it was revealed last week in a brochure "Dollars in Daytime" released by H-R Television Inc. This is more than the total circulation of any weekly magazine or any woman-appeal publication, the station representative firm claimed.

The 20-page booklet published by H-R to promote the sale of daytime spot tv on an industry-wide basis discovered several other research findings: "Daytime television schedules deliver a sales message with 67% greater cost efficiency—since daytime is priced (on a ten-plan basis) at about one fifth of prime time, and sets-in-use are estimated at one-third." Another fact the brochure shows is that "American housewife . . . influences or makes 85% of all store purchases." It also points out how advertisers have increased their sales by switching to daytime spot tv and that daytime commercials have the same high impact on women as those presented in the evening.

"We have watched the value of daytime tv advertising mount steadily . . . so we thought we could make a constructive contribution to the tv industry and to advertising in general if we published this booklet." Frank E. Pellegrin, vice president and partner of H-R Television, said.

Fetzer Heads League Radio-Tv Unit

John E. Fetzer, president of Fetzer stations (WKZO-AM-TV Kalamazoo; KOLN-TV Lincoln; WJEF-AM-FM Grand Rapids and 33⅓% of WMBD-AM-FM-TV Peoria) and chairman of the Detroit Tigers, American League club, has been named chairman of the tv-radio committee of the league. The principal problem of the committee has to do with broadcasts of major league games, notably on weekends, and the vigorous protest to Congress made by minor league clubs on invasion of their territory.

WNBF-TV Increases Schedule To 24-Hour, 7-Day Service

Tv service, 24 hours a day, seven days a week, was begun by ch. 12 WNBF-TV Binghamton, N. Y., this morning (Monday).

The Triangle Publications station will run 168 hours weekly in telecasting to the 2 million people in the upstate New York area (500,000 families) because, according to John D. Scheur Jr., director of public relations and programming, most of the major industry companies in the area are running three shifts. The all-day and all-night programming, he pointed out, will permit late shift workers to see prime-time programs.

Among the "blue-ribbon" industries located in the Binghamton station's market are, Mr. Scheur noted: L. C. Smith Co. (typewriters), Crucible Steel, International Business Machines, Corning Glass, Endicott-Johnson (shoes), Ansco (photographic supplies), and plants of General Electric and Bendix Aviation.

WNBF-TV is affiliated with CBS, ABC and NBC, and operates with 166 kw from a 1,200-foot antenna above average terrain (785 feet above ground). The ch. 12 outlet began operating in 1949. It was bought, with its sister am and fm stations, in 1955 by Triangle Publications for $3 million from the Clark Advertising Co. interests. Triangle also owns stations in Philadelphia (WFIL-AM-FM-TV) and in New Haven, Conn., and Altoona and Lebanon, both Pennsylvania.

Some years ago, KDKA-TV Pittsburgh instituted a 24-hour-a-day operation, which was continued for some months.

NTA Becomes Owner of KMGM-TV After 25% Purchase From Loew's

National Telefilm Assoc., New York, has bought the 25% stock interest held by Loew's Inc. in KMGM-TV Minneapolis-St. Paul for $130,000, thereby acquiring 100% interest in the station, according to an announcement today (Monday) by Oliver Unger, NTA president.

Included in the transaction was cancellation of the station's contract for the MGM film library, entered into 14 months ago at $1,650,000. (NTA distributes a substantial portion of the 20th Century-Fox feature library.) The transaction does not require FCC approval since control is not involved.

NTA bought 75% interest in KMGM-TV last November for $650,000 [GOVERNMENT, Nov. 25, 1957] from United Television Inc. Loew's Inc. obtained 25% interest in the station in 1956 in exchange for making its MGM library of feature films available for telecasting.

Mr. Unger said an application has been filed with the Commission for a change in the station's call letters to KMSP-TV. These call letters, according to Mr. Unger, "will dramatize the station's community broadcasting position with the letters representing Minneapolis and St. Paul."

Donald Swartz is general manager of KMGM-TV. Ted Cott is vice president in charge of owned and operated stations for NTA. The company also has bought WAAT-AM-FM and WATV (TV) Newark, N. J., for $3.5 million, and the transaction is awaiting FCC approval.

WAVE-TV Rejects Offer To Share WHAS-TV Tower

The offer of WHAS-TV Louisville to share its proposed 1,859-foot antenna tower with competitor WAVE-TV Louisville has been declined—and, in fact, WAVE-TV has invited WHAS-TV to put its tower in the same area where WAVE-TV and WKLO-TV antennas are located, in Indiana.

On Feb. 11, WHAS-TV appeared before the Washington Airspace Panel to seek approval of its proposed tower, near Brownsboro, about 17 miles northeast of Louisville. The New York Regional Airspace Panel turned down the WHAS-TV request last year.

The WHAS-TV offer to WAVE-TV was made Jan. 25 by Victor A. Sholis, vice president and director. WAVE-TV's response, on Jan. 27, was by Nathan Lord, manager.

KFSB Buys Weekly Newspaper, Will Staff With Station People

The management of KFSB Joplin, Mo. (Four State Broadcasters Inc.) last week announced the purchase of a weekly newspaper *(The South-Western)* and plans for manning it with the station's executive personnel. It will be operated as a subsidiary of KFSB.

Announcing the purchase of the weekly from Mr. and Mrs. Frank Bruce for an undisclosed sum, Harry Easley, president of Four State Broadcasters Inc., announced the following appointments:

W. H. Clark, executive vice president and general manager of KFSB, managing editor; News Director Jim Randall and writers Harry Hoffman and Don Green, reporters; Don Gross, station sports director, as sports columnist; Leonard Brown, farm director, farm page editor, and Ed Johnson, program director, photographic coverage.

WTTG (TV) Settles Suit for $4,500

A suit for breach of contract, filed against WTTG (TV) Washington (DuMont Broadcasting Corp.) by evangelist Dale Crowley, has been settled out of court for $4,500. The suit grew out of what the evangelist termed cancellation of the *Hour of Inspiration* in March 1956.

The program was heard Fridays at 7:30 p.m. on WTTG. According to the evangelist, "pretext for the cancellation was that we had quoted scriptures on the subject of Christian giving, and had thus violated their alleged 'policy' of no solicitation of funds by a religious broadcast."

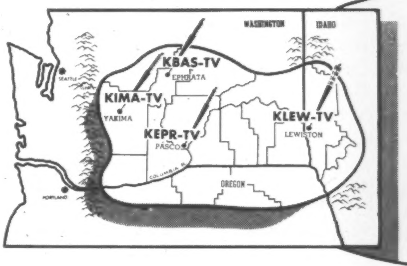
Great, Smidley just great!

You've done it again. Ya missed the biggest single TV buy in the West. You passed up the Cascade Television package again . . . this KIMA-TV with its satellites. Doesn't an exclusive billion-dollar market tickle your fancy? Here's a half-million people and Cascade's got 'em—exclusively. Let's not miss it again, Smidley, or we'll be missing you around here.

Quite a market . . .

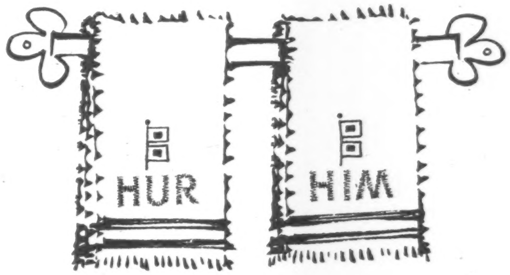
General merchandise $60,135,000
Apparel........................$26,172,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION PACIFIC NORTHWEST: MOORE & ASSOCIATES



Want your product to move like a hurricane — or a himacane? (We cater to both sexes!) WBNS RADIO is the answer. You can put the storm warnings up with programs that produce top Pulse-rated shows, rated first 315 times out of 360 Monday through Friday quarter hours 6 a.m. to midnight. Select WBNS RADIO and blow the top off $3,034,624,000 of spendable income. Ask John Blair.

WBNS RADIO
COLUMBUS, OHIO

NEARLY 300 Madison Avenue timebuyers last Tuesday heard about the new impact of Storer Broadcasting Co.'s WVUE (TV) Wilmington, Del., on the greater Philadelphia market as George Storer Jr., SBC vice president in charge of tv, and other SBC and WVUE executives tendered a luncheon presentation at the Hotel Roosevelt in New York. Under SBC ownership, WVUE recently constructed new transmission facilities at Pitman, N. J., moving from the Talleyville section of Wilmington. Arthur Schofield, SBC vice president in charge of advertising and promotion, gave the highlights of WVUE's impact on the market with three Ps, "Power, Programs and Promotion." Also present were Maurice Macmurray, national sales manager, and the following from WVUE: J. Robert Kerns, vice president and managing director; Lewis Johnson, general sales manager; Ted Weber, director of sales development; Roy Schwartz, program and promotion manager, and Bill Kelley and Jack Kelley, both New York sales managers.

Pictured at the presentation (l to r): Mr. Storer; Jane Podester, McCann-Erickson; Mr. Kerns; Gertrude Scanlan, BBDO, Ray Jones, Young & Rubicam.

RAB Success Stories Describe Radio Use by Furniture Firms

Radio Advertising Bureau has announced that two radio success stories on furniture companies will be among the components of a comprehensive furniture package mailing to be distributed shortly to RAB members.

The first of the success stories describes activities of the Snow Furniture Co., Denver, which used radio as a primary advertising tool to increase its annual sales from $84,000 to $2 million in five years. Snow uses a heavy saturation of spot announcements, particularly during the last three days of the week, supported by a two-hour Saturday program broadcast from the store.

The second story details the profitable use of radio by Ernie Williamson, a furniture and appliance dealer in Enid, Okla. Mr. Williamson found he could attract a large volume of sales by using radio to establish him as a "colorful" personality—"The Mad Merchant of Market Street."

KNX Airs 'Frontier Gentleman'

A new series of live dramatic programs based on life in western America during post-Civil War days as seen through the eyes of a British Army veteran titled *Frontier Gentleman* (CBS Sunday, 2:30-2:55 p.m. PST) premiered Feb. 2. The series is written and produced by Antony Ellis and originates at KNX Los Angeles.

'Put It in Writing' on WABD (TV)

A new panel quiz show devoted to graphology titled *Put It in Writing* debuts on WABD (TV) New York Feb. 25. It brings to the camera several noted handwriting experts attempting to decipher a handwriting sample and, in turn, guess the owner. The noted personality whose handwriting is studied will be waiting off stage for the panel's conclusion and brought on camera at end of the game. Participants include WABD (TV)'s Sandy Becker and Virginia Graham, plus Dan Anthony and Dr. Kenneth Wade Thompson, graphologists.

WBC Gives Calendars to Admen

Westinghouse Broadcasting Co. last week mailed to agency personnel the first in a series of pocket appointment calendars similar to the ones WBC executives have been using for themselves. The calendar covers two months at a time, has space in which to jot important dates and phone numbers with sufficient information that the bearer may also be reminded that "in eight major markets no selling campaign is complete without the WBC stations."

ABC-TV Plugs ABN's 'Bandstand'

"Pity This Poor Working Girl" is the title of a new ABC-TV promotion brochure on behalf of ABN's *American Bandstand*. The "unusual wrinkle" of this presentation is that each folder contains an actual letter from a viewer complimenting host Dick Clark and ABC-TV on the program and making specific tune requests. ABC-TV sales presentation writer Jack Singer feels that the network sales pitch is complemented by the ultimate consumer—the viewer. Topic of the brochure is the "tremendous mail pull" of *American Bandstand*.

NEA Plans National Promotion For 'Satellites, Schools' Film

The National Education Assn. has completed production on a half-hour tv show, *Satellites, Schools and Survival!* and is planning a nationwide promotion, according to Richard Krolik, NEA radio-tv representative who produced, wrote and directed the film.

Stars are NBC's Charles Van Doren, narrator and anchor man; Vice President Richard M. Nixon; Sen. Majority Leader Lyndon B. Johnson (D-Tex.); H. Rowan Gaither Jr., board chairman of the Ford Foundation and head of the Gaither Report Committee; Dr. William G. Carr, executive secretary of the NEA, and Dr. James R. Killian Jr., president of Massachusetts Institute of Technology and science adviser to the White House. In the program they comment on the film's 50-year survey of U. S. education.

Satellites, Schools and Survival! is being offered through state education associations for premiere throughout the country on the weekend of March 1, with NBC affiliates getting first refusal. Recorded promotion spots with ad mats, press releases and pictures are being provided stations beforehand. Theatre previews are being staged in Washington Feb. 18 and New York Feb. 17.

After the station showings, *SS&S* prints will go back to state education groups for showing on the school-PTA-teachers' meeting circuit. The NEA film was shot by Telenews in 35 mm, black-and-white, and 200 prints are being furnished.

News From Soup-Kitchen by KWJJ

A welfare institution serving free meals for the needy is the scene of the KWJJ Portland, Ore., hourly *Happy News* broadcasts. The station's President, Rod John-

AN IDEA netted William E. Stauber (l) of Harvey-Massengale Co., Durham, N. C., $2,500 from KGNC Amarillo, Tex. The station asked ad men via trade publications and direct mail, for suggestions for a campaign "to make national advertisers and agencies aware of the market delivered by KGNC." The best idea was submitted by Mr. Stauber who is pictured here receiving the prize-money from the station's manager, Jack Liston.

son, instituted the "good news" policy after coming to the conclusion that, "there's too much gloomy news in the papers . . . negative attitudes toward the future result from this kind of news." A sign in the institution reads: "KWJJ will broadcast from here daily until the breadline diminishes and prosperity returns." The station invites unemployed listeners to send in their job qualifications which KWJJ forwards to employe-placing organizations in the area. Senators Wayne Morse (D-Ore.) and Richard Neuberger (D-Ore.) have been asked to tape ID's commenting on the station's news format. KWJJ reports three *Happy News* segments already have been sold.

Y&R Media Director Takes Prize In 'Name Our WBOY' Contest

First prize in the WBOY-TV Clarksburg, W. Va., station promotion contest was awarded last week to Raymond E. Jones, media director at Young & Rubicam, New York. Mr. Jones' entry of a name for the new station's trademark, a freckle-faced boy, was "Clark Fairmore," suggesting the three cities covered by WBOY-TV, namely Clarksburg, Fairmont and Morgantown, all West Virginia. His prize is a week's vacation for two at the Greenbrier Hotel, White Sulphur Springs, W. Va. Second prize, a Bell & Howell "Electric Eye" movie camera was awarded Walter I. Teitz, timebuyer, Dancer-Fitzgerald-Sample, New York. Phil Archer, Campbell-Mithun, Minneapolis, received a Polaroid land camera as third prize.

Twelve other "runners-up" prizes were awarded: C. Buccieri, Young & Rubicam, N. Y.; Donald J. Shaughnessy, Armour & Co., Chicago; Bill Bennett, J. Walter Thompson Co., Chicago; N. H. Sommer, Andrew Jergens Co., Philadelphia; George Caddo, Colgate-Palmolive Co., N. Y.; Len Soglio, Ted Bates & Co., N. Y.; Art Topol, Donahue & Coe, N. Y.; Larry Butner, Albert Frank-Guenther Law, Inc., N. Y.; N. V. Osborn, I. J. Lipton, Inc., Hoboken, N. J.; Clifford Botway, Dancer-Fitzgerald-Sample, N. Y.; William Bambrick, Foote, Cone & Belding, N. Y.; George T. Trainor, Ford Motor Co., Cleveland.

WBOY-TV
CLARKSBURG, W. VA.

VACATION *for two, courtesy of WBOY-TV Clarksburg, W. Va., was awarded Raymond E. Jones (r), media director, Young & Rubicam, for winning the station's "Name Our WBOY" contest. Walter I. Teitz (l), timebuyer, Dancer-Fitzgerald-Sample, stands by (holding the movie camera won for his entry) while George Clinton, WBOY-TV's vice president-general manager, congratulates Mr. Jones.*

ARMY WIVES, Rosanne McQuarrie (r) and Pat Gates (l), are the producers of a new WFAX Falls Church, Va., program *U. S. Lady on the Air* (Mon.-Fri. 11:45 a.m.-noon). The show features interviews designed for the more than 50,000 service families stationed in the Washington, D. C., area. Pictured with *U. S. Ladies'* hostesses is one of its guests, Mrs. Neil H. McElroy, the defense secretary's wife.

'Newer' KTLN's Many Promotions

A campaign promoting an "even newer" KTLN Denver, Colo., was launched Feb. 1. It began with a Kopy Kat contest wherein listeners were asked to send in reasons "why KTLN is the most copied station in Denver." The contest's dual purposes were arousing interest in the station and forestalling other outlets from copying its new promotions. Unusual prizes were given contestants phoning in answers to questions the station aired about itself in a Surprise-an-Hour contest. A "secret sound" also was broadcast. Starting with $100 jackpot, $5 was added each day until a listener identified the sound and won the money. Ted Foreman, KTLN's new morning man, was featured in a Walking Man contest. He visited the area's shopping centers while the station aired clues regarding the mystery man's whereabouts. The person identifying him received 1,280 quarters. (1280 kc is KTLN's frequency.) A hi-fi set was awarded the listener who correctly counted the number of times Mr. Foreman's name was mentioned on the air Feb. 1. Also on that day, the station loosed 500 balloons printed with its call letters, which were redeemable for prizes when presented at KTLN.

Colonna Searches for WBBM-TV

Girls and more girls—that's the gist of a new promotion being conducted by WBBM-TV Chicago in connection with *The Late Show* (Mon.-Fri. 11 p.m.) of feature films emceed by actor Jerry Colonna. Every other week, Mr. Colonna roams Chicago, selecting four girls to appear on the program as "Miss Monday," "Miss Tuesday," "Miss Wednesday" and "Miss Thursday." On Friday evenings, all compete for prizes and the honor of assisting the comedian as host the following week. Viewers choose the winners by ballot. Among the places where Mr. Colonna wanders in his quest: Michigan Ave., State St., department store escalators and subway stations.

The NEW Nov. '57 ARB
PROVES
CHANNEL 3 KTBS-TV

DOMINANT
. . . IN THE MORNING
9:30 AM to 12 noon, 5 days a week, CHANNEL 3 KTBS-TV LEADS in 44 out of 49 quarter hours rated.*

DOMINANT
. . . IN THE AFTERNOON
1:00 to 5:30 PM, 5 days a week, CHANNEL 3 KTBS-TV LEADS in 77 out of 88 quarter hours rated.*

...AT NIGHT
7:00 to 10:30 PM, 5 days a week, CHANNEL 3 KTBS-TV LEADS in 50% of the quarter hours rated.*

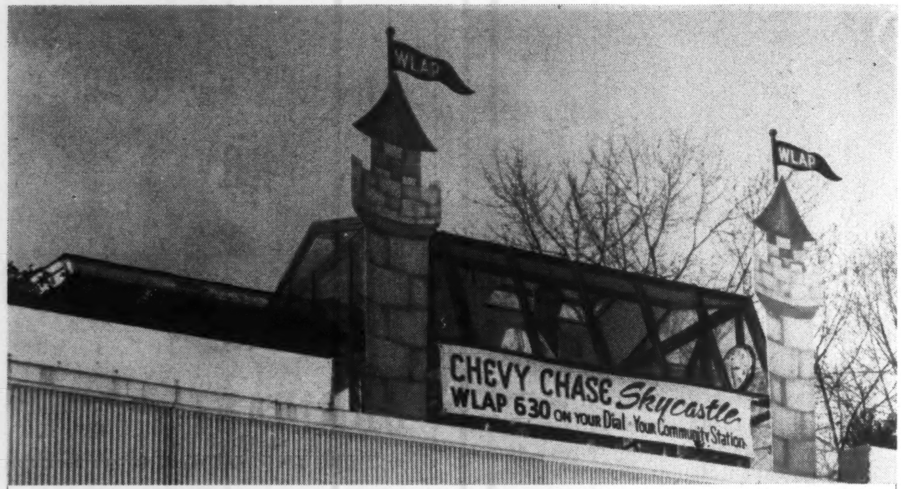
TOTAL DOMINANCE
. . . 7 DAYS A WEEK
9 in the morning 'til 11 at night CHANNEL 3 KTBS-TV LEADS in 54% of ALL quarter hours rated.*
KTBS-TV 210
Sta. B 182

AND STILL GOING UP!
. . . compare the November ARB with March ARB and you'll see:
KTBS-TV UP 57%
Station B DOWN 12%

CHANNEL 3 KTBS-TV
the DOMINANT Station in
SHREVEPORT

Consult Your Nearest PETRY Man!

* Nov. 1957 ARB Metro. Shreveport Survey



A "SKYCASTLE" studio, operated by WLAP Lexington, Ky., in one of the city's shopping centers during December, was incidental in bringing the heaviest Christmas sales increase since the center opened in 1950. Rog Lambert, WLAP's program director-disc jockey, interviewed many of the sponsoring merchants during his show from the skycastle (Mon.-Fri., 3-5 p.m.). Traffic to the center was stimulated by license number games played several times each afternoon. Listeners were asked to pick up a sticker from one of the stores and place it in the rear window of their car. With the help of binoculars, Mr. Lambert read off the license numbers of cars displaying stickers and, if the owner came up to the studio within ten minutes, awarded him a five dollar bill.

'Phony Express' Rides for KIMN

The historical pony express run from Denver to Cheyenne, Wyo., was re-enacted by KIMN Denver in its "Phony Express" promotion. Disc jockey Gene Price manned a Vespa scooter-wagon and set out on the trip that originally involved nine horses. The d.j. called in reports to the station along the way describing the journey to its listeners. On arriving at Cheyenne, Mr. Price visited the governor of Wyoming, presented him with an advance copy of KIMN's "Top Fifty" music list and invited him to tune into the station if ever he is in Denver. The governor telephoned KIMN and, in an on-air interview, expressed his appreciation.

Crosley Cartoon Prods Rate Cards

The Crosley Broadcasting Corp. (WLW and WLWT [TV] Cincinnati, WLWD [TV] Dayton and WLWC [TV] Columbus, all Ohio; WLWA [TV] Atlanta, Ga., and WLWI [TV] Indianapolis) is sending out one of a series of cartoon reproductions. In this one a bookie-type character, surrounded with racing forms, is studying papers at a desk in a broadcasting station. The station manager is at the door remarking to a colleague: "Sure glad we finally hired somebody who could figure out those station rate cards."

Dawn Patrol on WRGB For Russian

Basic Russian is being taught by WRGB (TV) Schenectady, N. Y. (6:30-7 a.m. Tuesday and Thursday). Jointly sponsored by WRGB, Mohawk-Hudson Council on Educational Tv and the northeastern branch of the American Chemical Society, the course is designed at speeding up the distribution of Russian technical literature for American Scientists and engineers. The program's host, Dr. Irving S. Bengelsdof of GE's research laboratory, remarked that Russian technologists are taught English in school and thus are able to keep up with America's technical developments, "there is no reason why information should continue to flow in one direction," he said. While primarily aimed at the concentration of scientific personnel in the area, the program also is designed for the general public. The course was preceded by a series of six shows on Russia's cultural and historical background.

WBNS-TV Calculator Reissued

WBNS-TV Columbus, Ohio, has reissued its Cost-per-Thousand Calculator—first distributed to advertising agencies in 1956—with added refinements. The back of the circular slide rule now lists tv homes in the country's top 30 markets in addition to a reproduction of WBNS-TV's coverage map.

The face of calculator, printed on plastic and heavy board, is described by WBNS-TV Sales Director Robert D. Thomas as a circle within a circle. The plastic inner circle gives rating points and program costs, to be lined up with number of tv homes and cost-per-thousand figures on the outside.

Tv Editors Bewitched by WBZ-TV

For four days preceding WBZ-TV Boston's feature "Wake of the Red Witch," the station gave the city's tv editors a gift in keeping with the theme of the movie. The flavor of the film's pearl hunt sequence was conjured-up with the half-dozen oysters the editors received. The *Red Witch* ship carried a fortune in gold bullion and, the day after the oyster gift, bags of gold-foil covered candy were delivered. Cans of octopus meat arrived the third day—John Wayne, star of the movie, has a battle with a giant octopus. Finally, the editors received a model of the *Red Witch* in a bottle.

Stereo Jazz on WBUR, WGBH-FM

Stereophonic jazz was broadcast last Thursday by WBUR (FM) Boston U. and WGBH-FM Cambridge. Jazz authority Rev. Norman J. O'Connor introduced Jaki Byard's modern-style band in an hour-long concert from the auditorium of Boston U.'s School of Public Relations & Communications. Success of another joint stereophonic effort, *Dimensions in Sound*, simulcast by the educational stations since last November, encouraged production of the jazz show.

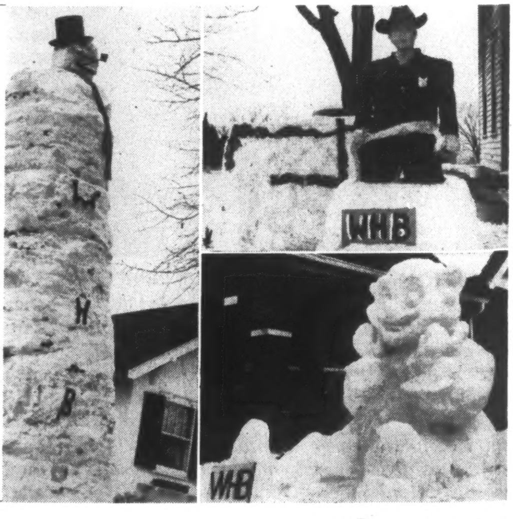
Extra Hi-Fi Facilities for WBAI (FM)

WBAI (FM) New York reported a high-fidelity "music coup" last week when it began broadcasting the Chicago Symphony Orchestra concert live from Chicago each Thursday (9:15-11:15 p.m.) over a newly-installed 15,000 cycle telephone line. The extra-high fidelity facilities ordered by the station, WBAI stated, are unmatched by any station in the country.

WNHC Gives D.J. Away

By identifying 15 sponsors on WNHC New Haven, Conn., and writing in "Why I would like a day with Joel Sebastian," a woman listener won the company of the station's disc jockey for a day. On his *Re-*

SNOWMANSHIP was exhibited by the reported 1,567 entrants in WHB Kansas City's "Old-Fashioned Snowman" contest [PROGRAMS & PROMOTIONS, Feb. 3] to find the tallest and most attractive snowman with the station's call letters written across its front. The winners of the $100 for the tallest (l) were four teen-agers who built it to a height of 26½ feet. The builder of western marshal (top r) was awarded another $100 for the most attractive, and the gnome-like snowman (bottom r) was a runner-up. It took judges (including the mayor) three days to see all the snow statuary and to pick winners.



FIRST PRIZE went to Rose Marie Vitanza (l), timebuyer, Carl S. Brown Co., in the contest conducted by Sombrero Network, according to Richard O'Connell (r), executive director of the network which consists of eight Spanish-language radio stations in the Southwest. She won a vacation trip to Mexico. Selected broadcast media executives were invited to participate in the contest in which they were to justify the use of the network by any client in their shop. Second prize went to Jeremy D. Sprague of Cunningham & Walsh and third to Joan Rutman of Grey Adv. The contest was judged by Tom Kerr, Borden Co.; Karl Schullinger, American Tobacco Co., and Roger Whitman, Bristol-Myers.

laxin' Time (Mon.-Fri. 2:30-6 p.m.) Mr. Sebastian offered to put himself at the winner's disposal from breakfast (which he served), through guesting on *Relaxin' Time,* to dinner and a show in the evening.

RAB Suggestions for Furnishers

Suggestions on how radio advertising can help overcome the marketing problems facing home furnishing retailers are offered in Radio Advertising Bureau's 24-page booklet included in RAB's home furnishings package it is mailing for distribution in the near future. Among radio's assets cited in the booklet to this particular retailer are its abilities to reach every home in the market; persuade homemakers; sell men, and furnish advertising dominance economically during the "one-to-four month incubation period in which decisions on major purchases are made," RAB said.

MBS to Carry 'Game of the Day'

Mutual will carry *Game of the Day* broadcasts of major league baseball teams for the ninth straight season this year and to date nine clubs have agreed to participate in the program. The broadcasts cover home games of participating clubs beamed to Mutual stations outside major league city areas. Names of play-by-play announcers and sponsors will be announced later. In the past, *Game of the Day* has been sponsored by various regional and local advertisers.

LENTEN PROGRAMMING AT ITS FINEST...

here's a Lenten package that gives you ready-to-air, dignified programs for the entire Lenten season!

- One script for each Lenten Sunday preceding Holy Week; special scripts for Palm Sunday, Good Friday and Easter Sunday . . . 8 scripts in all.
- 8 discs featuring outstanding Lenten and Easter music recorded exclusively for the SESAC Transcribed Library on high-fidelity 16" transcriptions.

You receive over 88 selections of "the best music in America." Scripts and discs sent upon receipt of order; discs need not be returned until May 31st, 1958. Advertisers will welcome this distinctive Lenten Package on either a participation basis or for full sponsorship.

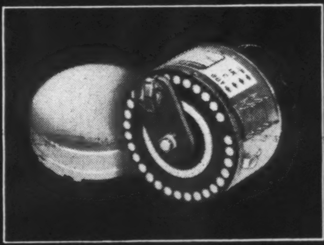
COMPLETE PACKAGE AVAILABLE FOR $29.50

ORDER AT ONCE!

sesac inc.

The Coliseum Tower
10 Columbus Circle — New York 19, N. Y.

DAVEN ATTENUATORS WERE PLACED IN RADIO CITY, N. Y., IN 1936. THEY ARE STILL PERFORMING!



Write for the most complete catalog on attenuators in the world.

NOW CARRIED IN STOCK BY YOUR LOCAL JOBBER

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF ATTENUATORS

ABC-NBC, NABET AGREE TENTATIVELY

- **IBEW unit gets last CBS offer**
- **Union members must ratify**

The threat of a television strike by engineers and technicians at ABC-TV and NBC-TV was averted Feb. 1 when a tentative agreement on a new two-year contract was reached with the National Assn. of Broadcast Employes & Technicians. Almost simultaneously, CBS-TV made its final offer on the evening of Jan. 31 to the International Brotherhood of Electrical Workers, Local 1212, for CBS-TV technical employes.

The agreements are subject to ratification by the memberships of the unions, expected to be completed sometime this week. Approximately 3,600 employes at the three networks are involved in the settlements.

NBC and ABC had been negotiating in Boston for about a month when the contract deadline was reached at midnight Jan. 31. NABET had obtained strike authorization from its membership and the networks had formulated plans to maintain operations with supervisory and technically trained personnel before the settlement was accomplished.

The proposed contract grants 1,600 workers at NBC and 800 at ABC a 6% wage increase on all levels of employment. This brings the maximum pay of technicians to about $180 a week from the previous high of $170 weekly. Under the old contract, the salary of technicians for the first year of service started at $91.15 and rose to $170 after four years, but the new pact provides a reduction in the escalator clause to three years to reach maximum pay.

NABET did not press its demand for the four-day, 32-hour week. The agreement calls for the retention of the five-day, 40-hour week. But it gained several concessions, including the strengthening of its jurisdiction over video tape. The old contract granted NABET jurisdiction over tape on studio-produced shows but the new contract gives the union jurisdiction over taped remote tv programs within a radius of 200 miles of any NBC or ABC owned station. NABET also obtained group insurance and paid hospitalization at NBC and ABC.

Partial gains also were made by NABET in the areas of automation and a pension system at ABC (NBC already has one). Though it failed to set up a pension program at ABC, NABET obtained a pledge from ABC that the network will pay a week's salary for each year of work a man has had at the network at the retirement age of 65. The union also exacted a stipulation from the networks that any layoffs caused by automation must be on six-month notice and members will receive at least three months' pay (members may receive more than three months' salary depending on the amount of severance to which they are entitled).

IBEW held discussions in Washington with CBS negotiators for two weeks on a new contract covering about 1,200 employes. The network made its final offer on Jan. 31, when the old pact expired. The union is taking the proposals to members.

It was reported that CBS offered IBEW a pay rise that would lift the salary maximum of technicians to about $180 a week—the same as at ABC and NBC—and with the ceiling reached after three years instead of four years as under the old contract. The proposal sets the first year salary at $107, progressing to $180 weekly after three years. Though no confirmation could be obtained, estimates were that CBS offered an overall wage increase approximating 5%.

The network also proposed to grant an additional week vacation for service after 15 years, raising the total to five weeks. A pension system was not a problem at CBS because IBEW employes there are covered under terms of an overall company plan. IBEW, under terms of its 1956 pact with CBS, was given jurisdiction over video tape for both remote and studio telecasts.

CBS 'Trip' Rerouted After Union Dispute

CBS-TV's *Let's Take a Trip*—due to be scrapped next month [NETWORKS, Feb. 3]—last Sunday found itself with no place to go. Reason: it fell victim to the long-standing jurisdictional disputes in New York between Local 1212, International Brotherhood of Electrical Workers and Local 1, International Alliance of Theatrical Stage Employes. Caught in the middle was CBS-TV, which last Thursday took the matter before the National Labor Relation's Board in hopes of winning an injunction against IATSE.

This time the shoe was on the other foot. Where for some 10 months CBS labor relations executives have been waging a legal battle with IBEW officials over a similar episode, last Sunday's difficulties were started by Local 1, IATSE, the network's unofficial "ally" in its $100,000 damage suit against Local 1212 [PERSONNEL RELATIONS, May 13, 1957]. The issue this time: whether Local 1212 or Local 1 had the right to handle remote lighting aboard a ship. CBS had assigned the work to Local 1212, but the IATSE local maintains "all lighting belongs to us," charging CBS with using the Local 1212 engineers "as both engineers and lighting specialists—a dishonest way of economizing."

The *Trip* was to have been made to United States Lines' *S. S. United States*, world's largest ocean-going liner. When CBS electricians arrived at pier 86 Feb. 1 to set up lights, they found an IATSE picket line. The network had planned to go ahead with the telecast anyway, but U. S. Lines officials, seeing that stevedores of the International Longshoremen's Assn. refused to cross the picketline, asked CBS to cancel the remote. Consequently, *Let's Take a Trip* revisited—by kinescope—the New York Police Academy, a show seen earlier this season.

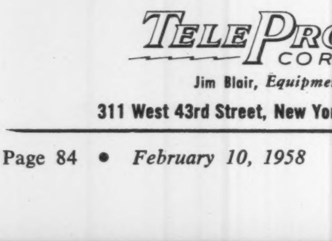
This is not the first time IATSE has claimed lighting jurisdiction aboard ocean-going vessels. Several years ago, it struck CBS-TV's former *Morning Show* when that program intended to do a remote from aboard the Italian Line's *Cristoforo Colombo*, and earlier struck NBC-TV's former *Tonight* show, then with Steve Allen, when that program had planned a remote from the *Panama*. Local 1 claims jurisdiction in Manhattan and the Bronx, and its sister local, No. 4, covers Brooklyn. Network labor relations officials last week said they have repeatedly urged program producers planning shipboard remotes to "go out to New Jersey" where IATSE does not claim jurisdiction rights.

In all the above cases, the shipping companies asked the networks to withdraw their programs because of "silent intervention" of the ILA, though IATSE officials deny any "connection" between its local and ILA.

John Horahan of Local 1 explained, "We didn't strike CBS . . . we merely put men on pier 86 with signs saying that CBS wasn't hiring our men at that spot." He noted, "I can't see how they can proceed against us."

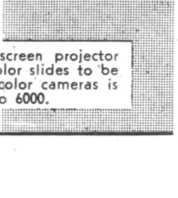
CBS awarded the lighting work to IBEW because "the assignment involved no stage, no acts," a network representative said. His reference was to IATSE's domain, established late last year by NLRB's decision to sustain CBS' position in having hired IATSE men to light a special Antoinette Perry Awards dinner last April [PERSONNEL RELATIONS, April 22, *et seq.*]. Though it would appear that the network's suit against IBEW of last May might possibly be affected by this latest turn of events, CBS does not believe its latest battle will "present any sort of problem."

THE BEST FRIEND A STATION EVER HAD!



"Our commercials are now delivered with far more confidence, and that confidence is transmitted to the viewer. It has been months since a live commercial has had to be "made good" because of an error made by the announcer."

Mr. Blaine Smith, *Chief Announcer*
KGEO-TV, Enid, Oklahoma



TELEPROMPTER
CORPORATION
Jim Blair, *Equipment Sales Manager*
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The one rear screen projector that permits color slides to be picked up by color cameras is the new TelePro 6000.

Radio Set Sales Hit 10-Year High in '57

Radio's popularity is at a 10-year peak, matching that of the late '40s when tv was just on its way to national circulation, according to factory production and retail set sales for 1957.

The public's interest in aural broadcasting is reflected in 1957 output of radio sets—15.4 million compared to 13.9 million in 1956, and the best factory year since 1948. Retail sales of radios reached 9.7 million sets in 1957 compared to 8.3 million in 1956. Retail sales do not include auto models, which move direct to auto factories.

With tv's present circulation, the factory production of tv receivers is heavily in the replacement and second-set field. Last year's tv output totaled 6.4 million sets compared to 7.4 million in 1956.

In announcing 1957 production and sales figures, Electronic Industries Assn. pointed out that radio sales were up 12% over 1956 and reached the sixth highest retail sales level in radio history.

Of the 1957 radios, 1.6 million were transistorized portables. Auto set production totaled 5.5 million, of which 2.9 million were transistor models. The figures show that 49% of all portable radio sets were transistorized and 51% of auto sets were similarly equipped.

December 1957 radio production totaled 1,793,336 sets compared to 1,715,209 in the same 1956 month. Retail set sales totaled 2,031,444 in December compared to 1,651,950 in the same 1956 month.

EIA observed in announcing the radio figures: "Some industry marketing men believe that the phenomenal growth of radio in recent years, and particularly in 1957, is due to the increasing interest and popularity of records, since radio listening is the only means by which one can become familiar with the latest releases."

While tv production dropped from 7.4 million in 1956 to 6.4 million in 1957, EIA noted that retail sales remained at a relatively high level—6.8 million sets in 1956 and 6.6 million in 1957. Manufacturers achieved substantial cuts in inventories. Retailers, too, kept inventories at a low point—810,000 sets at the start of 1958, compared to 1,085,000 the year before.

One out of eight tv sets, or 779,800, had uhf tuners in 1957 compared to 1,035,236 all wave sets made in 1956. December tv output totaled 573,541 sets compared to 626,984 in December 1956. Retail tv sales totaled 923,339 sets in December compared to 957,193 sold in the same 1956 month.

Factory sales of tv picture tubes totaled 9.7 million units in 1957 compared to the record of 10.9 million in 1956. Receiving tube sales totaled 456 million units last year compared to 464 million in 1956.

Transistor sales by factories amounted to 28.7 million units in 1957 compared to 12.8 million in 1956.

Following are radio output and retail sales figures (units) for 1957:

	Auto Set Output	Total Radio Output	Radio Sales
Jan.	521,624	1,085,529	563,363
Feb.	522,859	1,264,765	525,029
Mar. (5 wks.)	597,532	1,609,073	730,584
April	380,452	1,115,813	543,092
May	396,151	1,023,771	547,480
June (5 wks.)	416,058	1,088,343	729,421
July	256,279	612,588	597,484
Aug.	301,971	965,724	710,553
Sept. (5 wks.)	446,419	1,610,748	893,366
Oct.	522,746	1,569,180	923,849
Nov.	563,066	1,688,868	925,620
Dec. (5 wks.)	570,617	1,793,336	2,031,444
TOTAL	5,495,774	15,427,738	9,721,285

Tv output and retail sales (units) for 1957 follow:

	Television Output	Television Sales
Jan. (1957)	450,190	623,359
Feb.	464,697	525,437
Mar. (5 wks.)	559,842	534,115
April	361,246	337,965
May	342,386	339,757
June (5 wks.)	543,778	389,770
July	360,660	426,294
Aug.	673,734	510,097
Sept. (5 wks.)	832,631	705,247
Oct.	661,994	572,589
Nov.	574,646	612,211
Dec.	573,541	923,339
TOTAL	6,339,345	6,560,220

Raytheon Earns $4.8 Million

Raytheon Mfg. Co., Waltham, Mass., earned an estimated $4.8 million after taxes in 1957 ($1.70 per share) from sales of $250 million, it has been announced by President Charles F. Adams. About 80% of the business was government contracts. In addition, Raytheon realized a net nonrecurring gain of $2,030,000 from liquidation of the cathode ray tube division to boost total profit for the year to more than $6.8 million ($2.41 per share). No comparison with 1956 was made because of a change in fiscal years, but the 1957 income was described as an increase. Further gain is predicted for 1958.

Westinghouse Sales Set Record

Record sales in 1957 and for the fourth quarter of that year have been reported by Westinghouse Electric Corp. Volume for the year was $2,009,043,000, according to Gwilym A. Price, chairman, who added the earnings were second only to those of 1954. Mr. Price reported the net income for 1957 at $72,652,000, equal to $4.18 a share on the 16,943,337 common shares outstanding at year end. Last January Mr. Price predicted 1957 earnings would amount to $3.50 to $4 a share. Peak earnings of 1954 amounted to $79,921,000 or $4.78 a share, with sales for that year at $1,636,184,000.

Executives Shift at Austin Co.

In a realignment of executive functions at the Austin Co., international engineering and construction firm which has been active in the construction of radio-tv facilities, the following changes were announced:

George A. Bryant, who has been president of the firm since 1940, elected chairman and chief executive officer; Allan S. Austin, formerly vice president for sales, succeeded Mr. Bryant as president, continuing in charge of sales; Harold A. Anderson, who has been vice president-assistant general manager, named executive vice president-general manager, and Harold A. Hallstein, executive vice president, elected vice chairman.

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IOWA
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There's a billion-dollar market in-between, not reached by either Minneapolis or Omaha. It's KEL-O-LAND—over a million people, all dialed exclusively to KELO and its booster, KDLO and KPLO. And Joe Floyd delivers it all to you for one single-station buy.

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Aberdeen — Huron — Watertown

KELO TV CHANNEL **11**
Sioux Falls

KPLO TV CHANNEL **6**
Pierre — Winner — Chamberlain

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Sioux Falls, S. D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.

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'Patron' Plan for ETV Underway on WTTW (TV)

What may be the first instance of a non-commercial station encroaching upon the no-sponsor concept of the FCC in educational television, in terms of production costs if not time purchases, has come to light in Chicago, along with plans to attract advertising support on a national scale.

WTTW (TV), licensed to the Chicago Educational Television Assn., concluded the first of a series of film programs produced under a grant from the Schering Corp. (proprietary, pharmaceutical firm), Bloomfield, N. J. The 13-part, half-hour series has been distributed to 23 other ETV stations throughout the country.

It represented the initial effort by the newly-formed Organization for National Support of Educational Television (ONSET) for developing specialized programs and inviting segments of industry to serve as "patrons." The basic requisite: no control over program content.

The first series, *World of Medicine,* completed its run on WTTW (ch. 11) Dec. 16 and both CETA and ONSET plan to extend the "patron" approach to "many projects in many different fields of interests."

The *World of Medicine* opens and closes with a reminder that "This program has been made possible by a grant from the Schering Corp." The film also includes credits identifying the doctors or other protagonists in the telecast (*viz.*, "The dermatologist, played by so and so", etc.).

Dr. John W. Taylor, executive director of the Chicago Educational Television Assn., noted that FCC regulations require that the source of the program, and of its funds, be clearly stated, "which we do in the case of institutional patrons." He felt this type of program might be likened to industrial films which don't include a direct commercial for the company, though they may stress the service or product type in the program. He told BROADCASTING CETA and ONSET have three or four similar series under study, including one on life insurance.

A brochure on *World of Medicine* expresses the gratification of Francis C. Brown, Schering president, in being "patron" for the series and the hope "that our support has helped pioneer the use of educational television in its efforts to present the achievements of science in an interesting and informative manner to the American people."

Dr. John W. Taylor, executive director of the Chicago Educational Television Assn., feels the concept places ETV "on the threshold of new adventures in creative programming" and adds: "Schering Corp. cheerfully accepted the condition that as patron it would have no influence over program content. It did so because it believes that any responsible project to help the American people better understand medicine deserves the support not only of educators but of business as well."

Edward L. Ryerson, fomer board chairman of Inland Steel Co., serves as president of both CETA and ONSET. He claims ONSET has "established rigid standards to enforce the purely educational independence of the program. Patrons are accepted only by invitation."

TITLE to a television tower given by WDSM-TV Duluth, Minn., to the Duluth-Superior Educational Television Corp. is turned over by B. H. Ridder Jr. (l), president of Northwest Publications Inc. (WDSM-TV), to George Beck, president of the educational group. C. D. Tully (r), general manager of the commercial station, looks on as the $75,000 gift (representing tower, lines and land) is presented.

Mr. Ryerson describes ONSET as "the outgrowth of experience in production of educational programs financed through industrial grants and was formed in recognition of the fact that there should be an organization devoted to developing educational programs and to matching such programs with appropriate patrons."

Sherman H. Dryer, head of a tv production firm bearing his name and ONSET board member, claims ONSET "patrons" and commercial tv sponsors differ, because the former are accepted by invitation only and "exercise no influence over program content.

"By financing on a national basis with patrons from the business world, through the facilities of educationl television ONSET hopes to advance significantly the quality and status of educational television programming both on educational stations and as a public service on commercial stations."

The filmed *World of Medicine* series utilizes no actors, scripts or dramatized sequences and features doctors, pharmacists, nurses and other medical personnel. It covers a variety of subjects from pediatrics to geriatrics.

Schering manufactures endocrine, X-ray diagnostic, chemotherapeutic and pharmaceutical products, including cosmetics, and is active in radio and tv.

Capitol Fellowships Announced

The American Political Science Assn., Washington, D.C., has opened competition for nine-month fellowships in Congress from November 1958-August 1959 to be granted political scientists and political journalists between the ages of 25 and 32. Fellows will be granted a stipend of $4,500, mostly tax-free, and the opportunity to work on Capitol Hill in Washington. Application blanks and information are available from the association at 1726 Massachusetts Ave., N.W., Washington 6.

Funds for the fellowships come from grants by the Ford Foundation, the Edgar Stern Family Fund, the *Courier-Journal* and *Louisville Times* Foundation, the *New York Times,* the John Randolph and Dora Haynes Foundation, the Shinner Foundation, the Revlon Foundation and Cyrus Eaton.

WTIX Donates Its Old Facilities To School Board, Also Buys WWEZ

The facilities of WTIX New Orleans will be operated by the Orleans Parish school board as a donation from the station's licensee, Mid-Continent Broadcasting Co., which in turn has purchased the license and property of WWEZ New Orleans for $490,000 (see page 78), it was announced last week. Mid-Continent values its gift to the board in excess of $250,000.

Contingent upon FCC approval, the WTIX facilities—including all essential equipment and a basic record library—will be operated by the board as an educational station on the existing 1450 kc frequency, with 250 w power, but with different call letters. Mid-Continent will retain the call letters WTIX when it assumes the 690 kc, 5 kw facilities of WWEZ. Mid-Continent will also maintain its old studios at 624 Canal St.

The station donation to the school board is on a one-year trial basis. The board may keep or sell the station after the year is up and retain any profit made. If the board is not satisfied with the station at the end of the year, Mid-Continent will pay the operating expenses up to a maximum of $35,000. Otherwise, the expenses are to be paid by the board.

Todd Storz, president of Mid-Continent, attributed the donation of the station for educational purposes to his firm's "interest in the cultural development of the community." Emile A. Wagner Jr., president of the school board, stated that the station will "be operated in furtherance of not only the education of children but for . . . the community at large."

U. of Texas to Try for Tv

A new organization to put an educational station on ch. 9 San Antonio, Tex., has been formed by the U. of Texas, Austin, and the San Antonio Council on Educational Television. According to an announcement by the university, the new group anticipates amending an application now on file with the FCC to specify studios and transmission in Austin as well as San Antonio. The university will seek operation funds for the station from private sources, it says, estimating a total capital investment of $300,000 and annual operating costs of $50,000.

WTTW (TV) 'Gifts' Top $125,000

WTTW (TV) Chicago, non-commercial, educational station, has raised $125,000 in "special gifts" and over $2,000 from viewers in its campaign to raise $340,000 for the station's 1958 operation, it has been announced. The financial report was given by John L. Clarkson, chairman of the special gifts drive, at a luncheon in the Chicago Club. No specific amount has been set as a goal for special gifts, but WTTW hopes to raise the bulk of this year's operating monies in this way.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

George L. Turner, vice president of American Suppliers Inc., domestic leaf-buying subsidiary of American Tobacco Co., elected director of American Tobacco, succeeding **John S. Dowd,** retired.

John J. Peterson, general sales-advertising manager, Standard Milling Co., joins Bruce B. Brewer & Co., Kansas City-Minneapolis, as partner and account executive, effective Feb. 15.

Vincent Brunelli, vice president of Chemway Corp. and president of Household Products division, takes on additional post of president of Lady Esther division of Chemway.

Ralph W. Smith, manager of operations division, McCann-Erickson's home office, New York, has been appointed vice president for corporate operations of agency. **F. Russell Schneider,** manager of operations in creative division of home office, has been named new manager of operations division.

◄ **William Jay,** formerly vice president and director, Squirt Co., Van Nuys, Calif., to Los Angeles Soap Co., L. A., as executive vice president. He was associated with Squirt Co. for 17 years and also served as company's general sales manager.

Gerald P. Deppe, executive vice president, Weintraub & Assoc., joins Rutledge & Lilienfeld, St. Louis, as vice president.

W. O. Yocum, formerly account executive at McCann-Erickson Inc. and advertising manager of Oscar Mayer & Co., both Chicago, to H. W. Kastor & Sons Adv., that city, as vice president and account executive. **Merritt R. C. Schoenfeld,** account executive, C. L. Miller Co., to Kastor agency in similar capacity.

Walter T. Smith promoted from vice president in charge of purchasing to vice president for advertising, merchandising and sales promotion at Anheuser-Busch Inc. (Budweiser, Busch Bavarian beer), St. Louis. He will function under supervision of **William Bien,** vice president-marketing.

John A. Stephens, vice president-industrial relations, U. S. Steel Corp., Pittsburgh, has resigned that position and will serve as vice president in advisory capacity.

◄ **Seymour Steinhardt,** account executive, Keyes, Martin & Co., Springfield, N. J., appointed account supervisor. Mr. Steinhardt has been in advertising, public relations and radio and tv for 15 years.

George W. Sisler, account executive with McCann-Erickson, N. Y., since 1954, appointed advertising manager of Ashland Oil & Refining Co., Ashland, Ky. ►

William H. Reilly, formerly copy supervisor Donahue & Coe to Campbell-Mithun Inc., Chicago as group copy head.

◄ **D. Louis Uva** joins Sink & Sons Adv. Agency, Charlotte, N. C., as account executive. He has been in advertising, sales promotion, public relations and sales management for past 17 years.

Freeman Gosden Jr., traffic Department, Young & Rubicam, L. A., to BBDO, that city, as account executive.

Stuart M. Ganon, tv ► copywriter on Gerber and former Coca-Cola accounts at D'Arcy Adv., N. Y., to Hicks & Greist, that city, as account executive and member of creative plans board. He also has been with Kudner Agency and Ketchum, MacLeod & Grove.

Noel D. Turner, formerly with Needham, Louis & Brorby, to Gordon Best Co., Chicago, as account executive.

◄ **Stephen J. Burke,** assistant vice president and advertising manager, National Shawmut Bank of Boston, to Lloyd Adv. Inc., that city, as account executive.

Walter M. Heymann Jr., account executive, Foote, Cone & Belding, to North Adv., Chicago, as sales development manager. **Jack Jones,** network services supervisor for North, takes on additional duties as account executive and **Elaine Pappas** has been appointed assistant media director.

Fred Apt, media and budget director of Pharmaceuticals Inc. (Geritol, Serutan, Zarumin and J. B. Williams products), N. Y., to Parkson Adv., that city, agency for Pharmaceuticals, as media director.

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(KXOA placed 1st in more quarter-hours 6:00 a.m. to midnight than any other station.)

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AM-FM NBC 5000 W—600 KC

AFFILIATE FOR
WINSTON-SALEM/GREENSBORO/HIGH POINT
CALL HEADLEY-REED

James Kaye, Benton & Bowles, N. Y., joins Grey Adv., that city, as radio-tv casting director.

David H. Thrailkill, export manager (Latin American division), J. B. Williams Co. Div., Pharmaceuticals Inc., to director of international operations.

Dan J. Forrestal, manager of public relations, Monsanto Chemical Co., named director of public relations, succeeding **Howard A. Marple,** who takes leave of absence for health reasons. **James E. McKee,** assistant manager of public relations, named assistant director of public relations.

Harland Plumb named director of public relations, F. G. Mullins Co., Seattle.

Jay Glogower, formerly with Cunningham & Walsh, to Street & Finney, N. Y., as art director.

Robert Goldsmith, copy chief, Cohen & Aleshire, N. Y., to Lawrence C. Gumbinner, that city, as senior copy writer.

Donald K. Heller and **Douglas S. Parker,** both with media staff of Al Paul Lefton Adv., Philadelphia, to media selection staff of N. W. Ayer & Son, Philadelphia. **Edward C. Manser,** formerly with NBC-TV, to Ayer's Hollywood office handling radio-tv traffic.

Jim Plessas, account service-merchandising executive, Dan B. Miner Co., S. F., to Honig-Cooper, that city, merchandising staff.

Havis Medwick, business manager radio-tv department, Erwin Wasey, Ruthrauff & Ryan, N. Y., will instruct radio-tv course "Planning the Campaign" at New York U.'s division of general education this spring.

Henry J. Griffin, 59, production manager for Donahue & Coe, N. Y., died Jan. 27 at Holy Name Hospital, Teaneck, N. J., following brief illness.

NETWORKS

George Moskovics retires as manager of tv development for KNXT and CBS Television Pacific Network. He will act as consultant in promotion and public relations for CBS-TV, KNXT and CTPN. **Jack D. Pohle,** merchandising manager for Housewives Protective League, to KNX Los Angeles and CPRN as national sales representative. He succeeds **Tom Pate,** who has been named national sales supervisor.

Frank Paris, associate director, CBS Radio, named network program coordinator, for CBS Radio Hollywood.

Carleton Sieck, assistant general sales manager, KNX Los Angeles and CBS Radio Pacific Network, named eastern sales representative, succeeding **Fulton Wilkins,** who has joined CBS Radio Spot Sales, New York, as account executive. Mr. Sieck will headquarter in New York.

Hank Lewis and **Charles (Skip) Webster** have been named manager of special projects and assistant director of press information, CBS-TV Hollywood, respectively.

Roy Heatly, sports director, Armed Forces Radio and Tv Services, L. A., joins NBC Hollywood as writer for local tv news show and will do sports interviews for *Monitor*. He is succeeded at AFRTS by **Dick Shad,** assistant sports director and former play-by-play broadcaster for Hollywood Stars baseball team.

David Camerer, CBS Radio script writer (Herman Hickman-Phil Rizzuto's *It's Sports Times,* has completed *The Damned Wear Wings,* a semi-autobiographical novel which will be published by Doubleday & Co. Feb. 20.

FILM

◄ **Leonard S. Holstad,** executive with Northwest Airlines, joins National Telefilm Assoc., N. Y., as comptroller. He had been with Northwest for 27 years.

Alex Leslie, Modern Teleservice Inc., N. Y., promoted to national sales manager. He also will direct activities of N. Y. sales department.

Ned Smith, formerly creative chief, Raymond Spector Co., N. Y., to Transfilm Inc., that city, as creative director.

STATIONS

Walter Sondheim Jr., vice president-secretary, Hochschild, Kohn & Co., elected to board of directors of WFBR Baltimore. **Cleo Wright,** assistant advertising manager, WBAL-AM-TV Baltimore, joins WFBR as sales service manager. **Hope Barroll Jr.,** local sales staff, WFBR, named national sales representative.

Earle Headrick, vice president in charge of national sales, KGAY Salem, Ore., has resigned. He has not announced his future plans.

◄ **Ray Starr,** station manager, WJAN Spartanburg, to WJOT Lake City, both South Carolina, as general manager. Mr. Starr also has acted as program manager and air personality at WJAN.

Ted Estabrook, co-owner of WHOO-AM-TV Orlando, Fla., and **Maurice (Red) Weiss,** co-owner of station and advertising-sales promotion manager of Chester H. Roth Co., N. Y. (hosiery firm), have become general manager and sales manager, respectively, of WHOO Radio Inc., new licensee of WHOO-AM-TV [STATIONS, Dec. 23, 1957].

◄ **James E. Goldsmith,** formerly sales manager of KWK-TV, named general manager of WAMV East St. Louis. BROADCASTING's Feb. 3 issue incorrectly reported Mr. Goldsmith as becoming general manager of KWK-TV.

Joe Kendall, formerly ► manager and co-owner of KXLE Ellensburg, joins KEPR Kennewick, both Washington, as manager. **Dale Hazen,** formerly manager of Cherokee Theatres in Columbia Basin area (chain of 14 theatres and drive-ins), joins KBAS-TV Moses Lake, Wash., sales staff. Both KEPR and KBAS-TV are licensed by Cascade Broadcasting Co.

◄ **Lowell H. MacMillan,** assistant general manager, WHEC Rochester, N. Y., named station manager of WHEC Inc. (WHEC-AM-TV). **Howard B. Mouatt,** assistant chief engineer of WHEC-AM-TV, promoted to chief engineer.

Joe T. Starr, general manager, WIOK Tampa, Fla., to WYLD New Orleans (formerly WMRY), in similar capacity. **Gus Lewis,** announcer, promoted to WYLD account executive, and **James W. Smith,** New Orleans d.j., joins station as d.j.

William B. Ogden, formerly assistant general manager, KLIK Jefferson City, Mo., and station manager at WGKV Charleston, W. Va., to WCLI-AM-FM Corning, N. Y., as local sales manager.

Paul Monson, program ► manager, WSPR Springfield, Mass., named station manager. Mr. Monson has been in broadcasting since 1938. **Gordie Baker,** WSPR, has been named program director.

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IMMEDIATE DELIVERY ON

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ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

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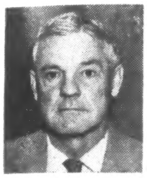
Jerry Covington named general manager of KWEL Midland, Tex., and **Wynn Alby,** sales staff, promoted to sales manager. **Don Luttrell,** leaves private business to rejoin KWEL as d.j. and **George Lipper,** d.j. KPLA-FM Hollywood, joins KWEL staff.

Charles M. Quillian, account executive, WLLY Richmond, Va., promoted to sales manager.



◄ **Hugh Barclay,** formerly with WEAR-TV Pensacola, Fla., and WFBR Baltimore, joins WALB-TV Albany, Ga., as sales manager.

F. W. (Pop) Hagerty, formerly with Pacific Gamble Robinson in advertising and merchandising, to KOMO-TV Seattle as sales service-merchandising manager.

Tony Picha, formerly ad promotion manager for *Baltimore News-Post,* to WMAR-TV that city as promotion manager. He succeeds **Alex Dietrich,** who resigned to join steamship line's public relations group.

Aaron Schindler, former president of Haldeman & Schindler Adv. Co., joins Harry M. Frost Adv. Inc., Boston, as head of new business department.

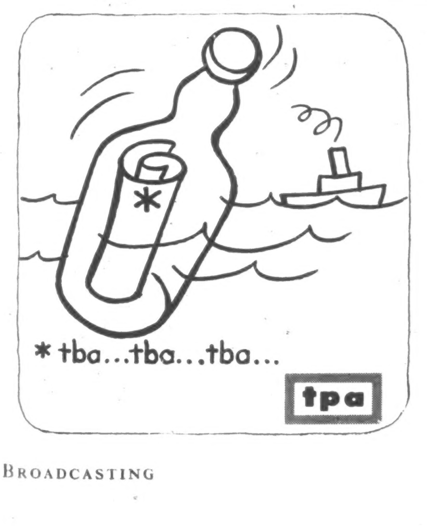
Lew Polen, formerly RCA field service representative, joins KCOP (TV) Los Angeles as engineer in charge of technical facilities. **Leland Gustafson** promoted to supervisor of KCOP's maintenance department.

Houston D. Jones, commercial representative, WAVE-TV Louisville, Ky., and **Clay L. Morgan,** commercial representative, WAVE, named assistant commercial managers for tv and radio, respectively.

Richard P. Williams, promotion and publicity departments, WBZ and WBZA Boston-Springfield, Mass., to WVUE-TV Philadelphia as assistant promotion manager.

Donald J. Kramer, formerly with WKAR-TV East Lansing and WJIM-AM-TV Lansing, both Michigan, joins WWJ-TV Detroit as assistant program-production manager.

William Bareham named director of technical operations for WBAL Baltimore. Other appointments: **Harrison Brooks** to chief engineer of WBAL-TV; **Raymond Brunner,** chief engineer of WBAL-AM-TV audio; **Thomas Brown,** formerly with *Baltimore News-Post* advertising sales department, joins WBAL-TV as account executive, and **Albert E. Moore,** formerly with Glenn L. Martin Co., becomes account executive with WBAL-TV.



◄ **John Shaw,** senior producer, WFBM-TV Indianapolis, Ind., joins WOOD-AM-TV Grand Rapids, Mich., as program director. **Frank Sisson,** WOOD program director, moves to WOOD-TV sales staff and Jack Markward has become tv sales manager.

Dick Covington, formerly program director, WCAO Baltimore, joins WITH that city as program director and d.j.

Larry Dean, actor-musician-singer-writer, and **Eddie Williams,** formerly account executive with WJLB and WCHB, both Detroit, join KSAN San Francisco as program director and account executive, respectively. Mr. Dean will present his own rhythm and blues show in addition to being program director.

Jack McNamee, announcer, WOKO Albany, N. Y., promoted to program director.

Adrian R. (Bud) Cooper, ► formerly program director, WAKR Akron, Ohio, joins WHKK that city in similar capacity. Mr. Cooper resigned from WAKR in September 1956 because of illness.

Jeanne McCay joins WHTN Huntington, W. Va., as continuity director.

Bill Fox, associate news director, KTNT-TV Seattle-Tacoma, named new director.

Ernie Leiss, newsman, WRCV-TV Philadelphia, named news director for WRCV-AM-TV.

Frederick DeSloovere, formerly with WTRY Troy and WKIP Poughkeepsie, both New York, to WIBG Philadelphia as news director.

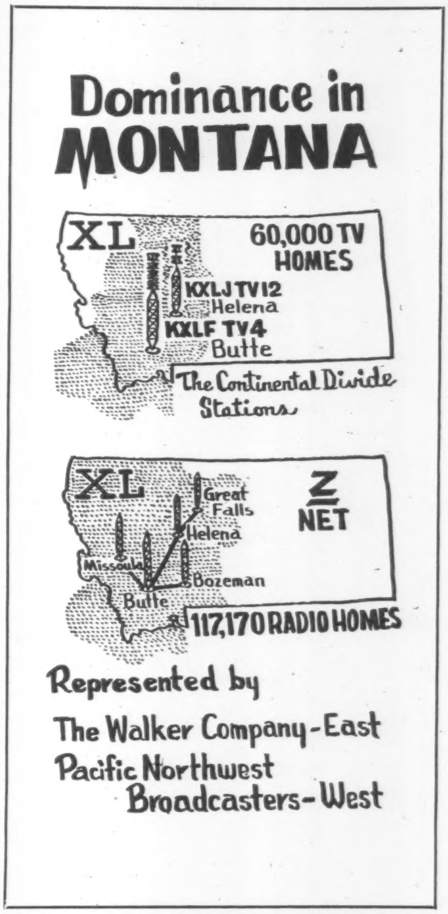
Bob White, newsman, WJBK-TV Detroit, named public service director, succeeding **George Cushing,** resigned.

Don Russell, NBC's *Monitor,* joins WSTC-AM-FM Stanford, Conn., as chief announcer and director of public affairs. He also will continue his duties with *Monitor.*

Jack Brickhouse, sportscaster and "voice" of Chicago Cubs and White Sox on WGN-TV that city, signed new five-year contract with WGN-AM-TV for services including director of WGN Inc. sports department. He joined WGN in 1940.

William A. Morrison, manager, John Cohan Adv., Salinas, Calif., joins KFRC San Francisco as account executive.

Jim Diamond, account executive, KJBS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San Francisco, and **Norman H. Cunningham**, Townsend, Millsap Co., S. F. publication and broadcasting representatives, join KTVU (TV) San Francisco as account executives.

Ted Austin, formerly with WLAK Lakeland, Fla., to WHLI Hempstead, N. Y., as account executive.

Harry Bulow, former account man, KFMB-TV San Diego, has joined XETV (TV) Tijuana, Mex., as account executive.

Doug Yates, formerly radio-tv timebuyer, BBDO, N. Y., to WCBS that city as account executive.

Jane Bennett has joined news staff at WBTV (TV) Charlotte, N. C., as administrative assistant and film director.

Tony Sands, assistant chief meteorologist, promoted to chief meteorologist for WLW-AM-TV Cincinnati, Ohio, succeeding **James C. Fidler,** resigned [PEOPLE, Feb. 3].

Bob Whitney, formerly night news editor, WSYR-TV Syracuse, N. Y., to KALL Salt Lake City, Utah, as d. j.

Ken Evans has rejoined WWDC Washington as newscaster after recuperating from lung ailment since last July.

Bill Hinds, veteran radio-tv announcer, vocalist and m. c., joins WWSW-AM-FM Pittsburgh as d. j.

Herb Davis, d. j., WEAM Arlington, joins WFCR Fairfax, both Virginia, in similar capacity.

George Scott, formerly with KWRD Henderson, Tex., joins KTBS-TV Shreveport, La., as announcer.

Paul Schuett, announcer, KTNT-AM-FM-TV Seattle-Tacoma, to KPUG Bellingham, both Washington, as morning man.

Elizabeth Crawford (Martha Rivers) has joined WCSC-FM Charleston, S .C., as host of *Music From the Masters,* nightly two hour show of classical music. Miss Crawford is daughter of **John Rivers,** president of WCSC Inc.

Boyce Hawkins, formerly announcer-musician, KGEO-TV Enid, Okla., to WSM-TV Nashville, Tenn., announcing staff.

Gussie Moran, tennis star who has conducted before-game and post-game Yankee baseball sports programs on WMGM New York, has been signed to new three-year contract by WMGM.

Mary Lee Sauermann (nee Seidner), formerly with Kennedy, Young & MacCleod, Dallas., to WRR that city as continuity writer.

C. H. (Charlie) Harrison, station manager of KBOA Kennett, Mo., and **Alan (Bud) Brixey,** formerly assistant producer for ABC-TV's *Country Music Jubilee* and NBC Radio's *Red Foley Show,* join KWTO Springfield, Mo., sales staff.

Alfred J. Gibbons, formerly advertising manager, *Atlantic City Reporter,* to WRCV-TV Philadelphia sales staff, succeeding **Dick Paisley,** who has joined NBC Spot Sales.

John C. Thorne, formerly with Tom Daisley Adv., Columbia, S. C., to WIS that city as local sales and promotion.

Joe Strada, radio sales, WALA Mobile, Ala., moves to WALA-TV sales. **Lindsey Boykin** joins WALA as salesman and **Josh Hardin,** formerly with stations in Hollywood, Calif., and Pensacola, Fla., joins WALA as host of his own show.

Charlie Crawford, sales representative, WGAY Silver Spring, Md., to WTOP Washington sales staff.

Walter Weightman, account executive WNHC-AM-TV New Haven, Conn., to WAVZ that city sales staff.

Bobby Cox, All American who has signed contract to play offensive quarterback with Los Angeles Rams when 1958 football season opens, has joined WDGY Minneapolis-St. Paul national sales promotion staff.

Rexford L. Watson, formerly set designer, KTLA (TV) Los Angeles, to KTIV (TV) Sioux City, Iowa, directing staff.

Burt E. Noh, newsman, joins KXOK St. Louis news staff.

W. D. Holderfield, station manager, WFPA Fort Payne, Ala., father of girl, Susan Diane.

William Steinke Sr., 72, cartoonist and m.c. of one of radio's first children's shows over WOR New York (then Newark) in 1924, died Jan. 29 in convalescent home in Orchard, Me. In 1927 program was moved to NBC. Mr. Steinke also appeared with his sketch pad on WNBC-TV New York for several years.

REPRESENTATIVES

Thomas R. Young, formerly sales representative for WEEI Boston, to CBS Radio Spot Sales New York as account executive.

Sid Connolly, former salesman for Cowles Publication, to Kettell-Carter Inc., Boston as account executive.

PROFESSIONAL SERVICES

◄ **Leonard Lieberman,** former government information officer, named associate of Robert K. Richards (public relations), Washington. He will be responsible for principal accounts in New York and Washington offices.

Albert O. Mayer, head of promotion and premium department of Leo Burnett Co., to H. G. Saperstein & Assoc., Beverly Hills, Calif., premium organization, as vice president and general manager. Mr. Mayer will head newly created Prudential Gold Bond division to offer package promotional ideas and programs to food processors and chains.

Julian Kilman, formerly manager of Washington-Baltimore public relations department of Westinghouse Electric Co., to Rochester, N. Y., office of Harshe-Rotman Inc., national public relations firm, as account supervisor.

Audine Coffin, partner in research firm of Coffin, Cooper & Clay before her retirement to raise family, has joined J. H. Coffin & Co., research and sales development consultants, Temple City, Calif., in charge of promotion and advertising firm does for its radio and tv station clients.

PROGRAM SERVICES

Garcin Kaganowich, United Press, Newark, N. J., office, named manager of that bureau. He succeeds **Norman A. Cafarell,** who has been appointed business representative for New Jersey.

Stearns Ellis, formerly with Young Television Corp., N. Y., to Jack Morton Productions, that city, entertainment counselor to business, sales department. **Paul Keiler,** producer with Morton-Productions, Washington, has been assigned to N. Y. office.

MANUFACTURING

Rear Admiral Daniel F. J. Shea (U. S. N., retired), vice president and director of Hazeltine Research Inc., Chicago, to Trav-Ler Radio Corp., that city, as vice president.

Walter E. Sutter, district microwave sales manager, General Electric, Redwood City, Calif., named national microwave sales manager for GE's communication products department, with headquarters in Syracuse, N. Y.

Lloyd B. Kiely, named general manager of new radio-tv electronics division of Zenith Radio Corp. of Canada Ltd. Mr. Kiely has been in Canadian radio-tv-appliance field for nearly 20 years.

Louis A. Durgin, 45, senior engineer, Allen B. DuMont Labs, died Jan. 25. He had been with DuMont since 1944 and in 1955 was assigned to mobile communications department.

TRADE ASSNS.

Gene Spry, KPHO; **John Redfield,** KIFN; **Sheldon Engel,** KRIZ, and **Tom Chauncey,** KOOL-AM-TV, elected to board of directors of Metropolitan Phoenix Broadcasters. **John Hogg,** KOY, elected president of MPB, succeeding Mr. Chauncey; **Bill LaDow,** KTVK (TV), vice president, and **Howard Stalnaker,** KPHO-TV, secretary-treasurer, all stations are located in Phoenix.

GOVERNMENT

Robert E. Crawford, formerly of WMAL-TV Washington, has been named administrative assistant to Rep. Richard Poff (R-Va.). Before joining WMAL-TV and prior to Army service as a second lieutenant, Mr. Bradford was news and program director at WRAD Radford, Va.

Station Authorizations, Applications

As Compiled by BROADCASTING

January 30 through February 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

APPLICATION

Bakersfield, Calif.—Lincoln Dellar, uhf ch. 17 (488-494 mc); ERP 186.6 kw vis., 94.2 kw aur.; antenna height above average terrain 607 ft., above ground 391.8 ft. Estimated construction cost $130,600, first year operating cost $300,000, revenue $325,000. P. O. address 281 Hot Springs Road, Santa Barbara, Calif. Studio location, Bakersfield (2 miles north of North High School in Oildale). Transmitter location, same as studio (waiver of Sec. 3.613 of rules is requested to permit applicant to locate main studio outside principal city's limits). Geographic coordinates 35° 27′ 36″ N. Lat., 119° 01′ 09″ W. Long. Trans. composite RCA and GE, antenna GE. Legal counsel Fly, Shuebruk, Blume & Gaguine, Wash., D. C. Consulting engineer Ewald W. Berger, 3421 58th St., Sacramento. **Mr. Dellar,** sole owner, is 25% stockholder of **Mt. Rainier Radio and Tv Bcstg. Corp.** which owns **KJR Seattle** and **KNEW Spokane,** both **Washington,** and **KXL Portland, Ore.** (sale to **Frank Sinatra** pending). Announced Feb. 5.

Allocations

TV CHANNEL CHANGE

By report and order, Commission amended its tv table of assignments and substituted ch. 80 for ch. 70 in **Bradford, Pa.,** effective March 7. This change will make ch. 70 available for tv translator service in the **North Warren, Pa.,** area. Announced Jan. 31.

Translators

W.H.D.L. Inc., Olean, N. Y.—reconsidered and set aside Jan. 22 grant of cp for a new tv translator station on ch. 70 to translate programs of **WBUF-TV** (ch. 17), **Buffalo.** Announced Jan. 31.

Upper Lehigh Translator Service Corp., Palmerton, Pa.—Granted cp for a new tv translator station on ch. 73 to serve **Palmerton, Slatedale** and **Slatington** by translating programs of **WBRE-TV** (ch. 28) **Wilkes-Barre.** Announced Jan. 30.

New Am Stations

ACTIONS BY FCC

Lompoc, Calif.—Thomas B. Friedman tr/as **Elson Electronics Co.**—granted 960 kc, 500 w D. P. O. address ℅ Mr. Friedman, 235 Quadro Dr., Pacific Palisades, Calif. Estimated construction cost $16,502, first year operating cost $48,000, revenue $55,000. Mr. Friedman, chief engineer Empire Coil Co. licensee of **WXEL (TV) Cleveland, Ohio, KPTV (TV) Portland, Ore.,** and **KCTY (TV) Kansas City, Mo.,** will be sole owner. Announced Jan. 30.

Brookings, Ore.—Joseph F. Sheridan—granted 910 kc, 500 w D. P. O. address 701 Ninth St., Crescent City, Calif. Estimated construction cost $13,466, first year operating cost $26,400, revenue $35,000. Mr. Sheridan owns Courtesy Market, Crescent City. Announced Jan. 30.

APPLICATIONS

Rockmart, Ga.—Polk Radio, 1220 kc, 250 w D. P. O .address L. E. Gradick, 987 Mt. Paran Rd., N. W., Atlanta. Estimated construction cost $5,696, first year operating cost $24,000, revenue $36,000. Owners, each one-third: **James G. McGarity,** mechanic; **Stephens B. McGarity,** peace officer, and **Leslie E. Gradick Jr.,** engineer. Announced Jan. 31.

East Moline, Ill.—Moody Bible Institute of Chicago, 960 kc, 1 kw D. P. O. address 820 North LaSalle St., Chicago. Estimated construction cost $55,600, first year operating cost $45,000. Cash on hand plus donations will be used to build and operate. Owner is non-profit organization. Announced Feb. 5.

Brazil, Ind.—Quad Cities Bcstg. Co., 1380 kc, 500 w D. P. O. address 101 Metzger Building, Jasper, Ind. Estimated construction cost $29,620, first year operating cost $48,000, revenue $80,000. Owners are **Gilbert E. Metzger, John R. Ax, Louis C. Mitzloff** and **Dennis J. Keller** (25% each). Messrs. Metzger, Ax and Metzloff each own 33.33% of **WITZ Jasper, Ind.,** and **WITY Danville, Ill.** Mr. Keller is general manager of WITZ. Announced Feb. 4.

Williamsburg, Ky.—Whitley County Bcstg. Co., 1440 kc, 500 w D. P. O. address H. T. Parrott, Campbellsville, Ky. Estimated construction cost $14,600, first year operating cost $27,375, revenue 40,150. Owners are **H. T. Parrott, R. D. Ingram, J. W. Pickett** and **John H. Reynolds** (25% each); Mr. Parrott owns 8.8% of **WLOC** and 11.67% of **WTCO,** both **Campbellsville, Ky.** Mr. Ingram owns 5.3% of WLOC and 7% of WTCO. Mr. Pickett is general manager, **South Central Ky. Bcstg. Corp.** Mr. Reynolds is florist. Announced Feb. 4.

Williamsburg, Ky.—Howell B. Phillips, 1050 kc, 1 kw D. P. O. address 317 Gilbert St., North Vernon, Ind. Estimated construction cost $17,640, first year operating cost $20,000, revenue $32,000. Sole owner Phillips is soil conservationist. Announced Feb. 4.

Pittsfield, Mass.—Pittsfield Bcstrs., 1260 kc, 1 kw D. P. O. address 8633 39th Ave., S.W., Seattle,

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Wash. Estimated construction cost $23,720, first year operating cost $55,000, revenue $65,000. **Walter N. Nelskog** and **Norton I. Virgien Jr.** each own 50%. Mr. Nelskog's broadcast interests include: **KQTY Everett, Wis.** (58%), **KUDI Great Falls, Mont.** (25%), and **KQDY Minot** and **KBMK Bismarck,** both **North Dakota** (25% each). Mr. Virgien is general manager, **WEZE Boston.** Announced Feb. 5.

Existing Am Stations

APPLICATIONS

KAHI Auburn, Calif.—Cp to increase power from 500 w to 1 kw and install new trans. (950 kc). Announced Feb. 3.

WMIX Mt. Vernon, Ill.—Cp to increase power from 1 kw to 5 kw and install new trans. (940 kc). Announced Feb. 4.

WLAU Laurel, Miss.—Mod. of cp to change frequency from 1600 kc to 1430 kc. Announced Jan. 31.

KBEC Waxahachie, Tex.—Cp to change from employing directional ant. to non-directional ant. (1390 kc). Announced Jan. 31.

WEER Warrenton, Va.—Cp to change frequency from 1570 kc to 1230 kc; decrease power from 500 w to 250 w; change hours of operation from D to unl.; make changes in ant. system (increase height), and change type trans. (Contingent on grant of BP-11,550, WFVA change frequency). Announced Jan. 31.

New Fm Stations

ACTION BY FCC

East Orange, N. J. Upsala College*—granted cp for a new noncommercial educational fm station to operate on 91.1 mc with low power (10 watts). Announced Jan. 30.

APPLICATIONS

Beverly Hills, Calif.—Dawkins Espy, 92.7 mc, 1 kw unl. P. O. address Box 933, Beverly Hills. Estimated construction cost $8,442, first year operating cost $20,000, revenue $24,000. Mr. Espy is sole owner. Formerly 50% owner of **KAIR Tucson,** he is now engaged in various phases of electronics. Announced Jan. 31.

Fresno, Calif.—John H. Poole, 99.5 mc, 17.4 kw unl. P. O. address 2515 East Coast Highway, Corona del Mar, Calif. Estimated construction cost $24,000, first year operating cost $12,000, revenue $10,000. Sole owner Poole is licensee of **KBIG Avalon,** 49% owner of **KBIF Fresno** and holds cps for **KBIC-TB Los Angeles** and **KBID-TV Fresno,** all **California.** Announced Jan. 30.

Frederick, Md.—Monocacy Bcstg. Co., 99.9 mc, 2.12 kw unl. P. O. address 1 West 7th St., Frederick, Md. Estimated construction cost $17,600, first year operating cost $4,500, revenue included with am station. **Laurence Leonard,** sole owner, also owns **WFMD Frederick.** Announced Jan. 30.

Syracuse, N. Y.—Sentinel Heights F.M. Bcstrs. Inc., 100.9 mc, .545 kw U. P. O. address 711 South State St., Syracuse. Estimated construction cost $2,370, first year operating cost $4,800, revenue $8,000. Owners are **Milton Rubenstein, Richard Shannon, Earl A. Williams, John F. Dougherty** (22.5% each) and others. Messrs. Rubenstein, Shannon and Dougherty are stockholders in **Rochester Unicall Radio Corp.,** radio pagers. Mr. Williams is electronics engineer. Announced Feb. 5.

Akron, Ohio—Akron Bcstg. Corp., 96.5 mc, 14.5 kw unl. P. O. address Palace Theatre Arcade, 41 South Main St., Akron. Estimated construction cost $17,770, first year operating cost $5,000, revenue $6,000. Ownership same as that of **WCUE Akron. Edwin Elliot** (60%) also is director of **WICE Providence, R. I.** Announced Jan. 31.

Montrose, Pa.—Montrose Bcstg. Corp. 96.5 mc, 56.7 kw unl. P. O. address 35 Lake Ave., Montrose. Estimated construction cost $14,850, first year operating cost $12,000, revenue $12,000. Owner is non-profit, religious organization which is also licensee of **WPEL Montrose.** Announced Feb. 4.

Existing Fm Stations

APPLICATION

KSPC Pomona College, Claremont, Calif.*—Cp to change frequency from 90.7 mc; ch. 214 to 88.5 mc; ch. 203; increase power from 10 w trans. power output to 1 kw; effective radiated power and change HAAT to minus 245 ft. Announced Feb. 5.

Allocations

PROPOSED FM CHANNEL CHANGE

The Commission invites comments by Feb. 28 to proposed rule making to amend the Class B fm allocation plan by adding ch. 299 to **Redwood City, Calif.,** as requested in application of **Frank James.**

Ownership Changes

ACTIONS BY FCC

KWVY Waverly, Iowa—granted assignment of cp from **Burt N. Murphy** and **Wilbur L. Schield** to same and others; assignors to be reimbursed expenses; assignment not to be consummated until **J. W. Talbott** resigns as manager of **KWWL Waterloo,** as proposed. Announced Jan. 30.

KWSL North Platte, Neb.—granted assignment of cp to **North Platte Television Inc. (Rush C. Clarke,** president); consideration $5,000 plus terms of stock agreement. Announced Jan. 30.

KFLY Corvallis, Ore.—granted transfer of control from **Oregon Radio Inc., Lane Bcstg. Co.,** and **Donald B. McCormick** to **David E. Hoss** and **Leander Quiring;** consideration $35,000 plus. Announced Jan. 30.

KUNO Corpus Christi, Tex.—granted assignment of license to **KUNO Radio Inc. (KGBT** and **KGBT-TV Harlingen);** consideration $136,600. Announced Jan. 30.

APPLICATIONS

WJLD-AM-FM Homewood, Ala.—seeks assignment of license and cp of **Johnston Bcstg. Co.** to **George Johnston Jr.** as executor of the estate of **George Johnston,** deceased. Announced Feb. 4.

KJNO Juneau, Alaska—seeks assignment of license from **Midnight Sun Bcstg. Co.** to **Baranof Bcstrs. Inc.** for $45,000. New owners are **Joseph B. Mangan** (99.8%) and others. Mr. Mangan is manager of KJNO. Announced Jan. 30.

KVOA-AM-TV Tucson, Ariz.—seeks assignment of license from **Arizona Bcstg. Co. Inc.** to **Arizona Bcstg. Co.** Corporate change. No control change. Announced Jan. 31.

KDON Salinas, Calif.—seeks transfer of control of licensee corporation **(KDON Inc.)** from **Clark E.** and **Irene H. Fee** and **Glen M.** and **Helene H. Stadler** to **Richard P.** and **Sherley E. Bott** for $5,000. Mr. and Mrs. Bott are joint owners. Mr. Bott is general manager, **KSAN San Francisco.** Mrs. Bott owns 10% preferred stock of KSAN. Announced Jan. 30.

WAUC Wauchula, Fla.—seeks assignment of cp

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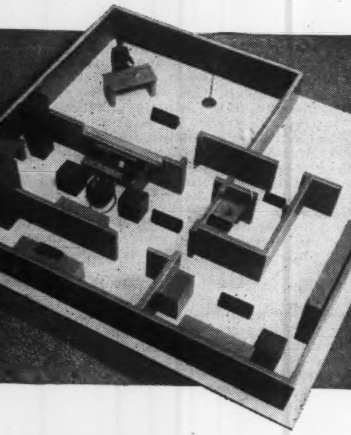

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from **Robert S. Taylor** to **Hardee Bcstg. Co.** for $8,800. Hardee owners are Mr. Taylor and **Edmond D. Covington Jr.** (49% each). Mr. Taylor owns 33⅓% of **WONN Lakeland, Fla.** and 50% of **WALD Walterboro, S. C.** Mr. Covington is WAUC program director and announcer. Announced Jan. 31.

WCBC Anderson, Ind.—seeks assignment of license from **Civic Bcstg. Corp.** to **Radio WBOW Inc.** for $8,000. Buyers are **Jerome William O'Connor** (70%) and others. Mr. O'Connor's broadcast holdings include **WPFA Pensacola, Fla.** and 50% of **KLEE Ottumwa, Iowa,** sale of latter pending. Radio WBOW Inc. is licensee of **WBOW Terre Haute, Ind.** Announced Feb. 4.

KRIB Mason City, Iowa—seeks assignment of license from **Edward B. Lamson** to **William F. Johns Jr.** for $75,000. Mr. Johns, sole owner, also has interest in **KIHO Sioux Falls, S. D.** (30%), **WMIN St. Paul, Minn.** (20%) and **KMNS Sioux City, Iowa** (72%). Announced Jan. 31.

WNLA Indianola, Miss.—seeks transfer of control of licensee corporation **(Central Delta Bcstg. Co. Inc)** from **W. L. Kent** and **John M. McLendon** to **Ira T. Crosby** for $50,000. Mr. Crosby owns community ant. cable system and retails home appliances. Announced Feb. 5.

KFAL Fulton, Mo.—seeks assignment of license from **Robert W. Nickles** and **Roger P. Fox,** d/b as **Mo. Central Bcstrs.,** to Robert W. Nickles for $36,000. Mr. Nickles is KFAL general manager. Announced Jan. 30.

KXLK Great Falls, Mont.—seeks transfer of control of licensee corporation **(Great Falls Bcstg. Co.)** from **Z Net** to **Pat M. Goodover** for $60,000. Seller is negotiating purchase of part of the stock of **KFBB-AM-TV Great Falls;** present sale is thus required to conform to **FCC** duopoly rules. Mr. Goodover, the new owner, is president and general manager of **KXLL Missoula, Mont.** Announced Feb. 5.

KZUM Farmington, N. M.—seeks assignment of cp from **Bill D. Barbour** and **W. M. Watson** d/b as **Farmington Bcstg. Co.** to Bill D. Barbour, **John Burroughs** and **Leola Randolph,** d/b as **KZUM Radio** for $2,500. Mr. Barbour (40%) also owns 50% of **KICA Clovis, N. M.** Mr. Burroughs (30%) owns 50% of **KENM** and 40% of **KMUL,** both **Portales, N. M.** Leola Randolph (30%) owns 50% of KENM and 40% of **KMUL Muleshoe, Tex.** Announced Jan. 31.

WJAY Mullins, S. C.—seeks involuntary transfer of control of licensee corporation **(Mullins & Marion Bcstg. Co.)** from **William G. Smith** to **Maymie T. Smith** as executrix of the estate of William G. Smith, deceased. Announced Jan. 31.

KJIM Fort Worth, Tex.—seeks assignment of license from **Blue Bonnet Bcstg. Corp.** to **Trinity Bcstg. Co.** for $139,500. New owners are **William D. Schueler, Paul E. Taft, F. Kirk Johnson, James M. Stewart** and **Houston Bcstg. Corp.** (20% each). Mr. Schueler owns 93% of **KBRZ Freeport, Tex.** Mr. Taft owns 10% of **KGUL-TV Galveston.** Mr. Johnson is in oil, livestock, automobile sales, etc. Mr. Stewart is motion picture, radio and tv actor and tv film director. Houston Corp. owns 50% of **KRIG Odessa, Tex.** Announced Jan. 31.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Dec. 31

	AM	FM	TV
LICENSED (all on air)	3,130	526	395[1]
CPs ON AIR (new stations)	65	11	101[2]
CPs NOT ON AIR (new stations)	100	53	113
TOTAL AUTHORIZED STATIONS	3,295	590	657
APPLICATIONS FOR NEW STATIONS (not in hearing)	395	39	76
APPLICATIONS FOR NEW STATIONS (in hearing)	108	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	503	48	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	227	19	38
APPLICATIONS FOR MAJOR CHANGES (in hearing)	29	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	256	19	51
LICENSES DELETED	1	3	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Feb. 5

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,147	58	103	535
FM	527	14	65	72
TV (Commercial)	396[1]	103[2]	113	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 5

	VHF	UHF	TOTAL
COMMERCIAL	418	84	502[3]
NON-COMMERCIAL	24	6	30[4]

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[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 40 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] **There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).**

[4] **There has been, in addition, one uhf educational tv station granted, but now deleted.**

Hearing Cases

FINAL DECISIONS

By order of Jan. 30, Commission made effective immediately Dec. 27 initial decision and granted applications of **Mountain View Bcstg. Co.** for new am station to operate on 1590 kc, 5 kw D, in **Jonesboro, Tenn.,** and **Lee County Bcstg. Co.** for new am station on 1570 kc, 1 kw D, in **Pennington Gap, Va.,** and denied application of **Scott County Bcstg. Co.** for new am station on 1570 kc, 250 w D, in **Gate City, Va.**

By order of Jan. 30, Commission made effective immediately Dec. 23 initial decision, as modified by Commission, and granted application of **Noble-De Kalb Bcstg. Co. Inc.,** to change facilities of **WAWK Kendallville, Ind.,** from operation with DA to nondirectional (1570 kc, 250 w D), condition.

By memorandum opinion and order of Jan. 30, Commission denied petition by **McClatchy Newspapers** for enlargement of issues in proceeding on application of **Sacramento Telecasters Inc.,** for mod. of cp to change trans. and studio site of **KBET-TV** (ch. 10) **Sacramento, Calif.,** change type ant. and make other equipment changes; denied motion of KBET-TV to strike that petition; and granted petition of McClatchy Newspapers to substitute it as party to proceeding in lieu of **McClatchy Bcstg. Co.**

By memorandum opinion and order of Jan. 30, Commission acted upon pleadings in proceeding on application of **Western Neb. Tv Inc.,** for new tv station to operate on ch. 13 in Alliance, Neb., as follows: (1) dismissed as moot motion by **Frontier Bcstg. Co.** to enlarge issues; (2) denied that portion of motion to enlarge issues by **Western Neb.** which requested that financial issue be stricken, and dismissed as moot remainder of motion; (3) denied petitions by Frontier for reveral of rulings denying intervention and status as party to proceeding, and (4) denied Western Neb.'s request for reconsideration of Oct. 9 grant of Frontier application for mod. of cp of station **KSTF** (ch. 10) **Scottsbluff, Neb.,** to change transmitting equipment and increase erp.

By order of Jan. 30, Commission allowed amendment of **Miss. Bcstg. Co., Carthage, Miss.,** to opposition to petitions to enlarge issues in am proceeding on its application and that of **Birney Imes Jr. (WMOX), Meridian, Miss.,** involving 1010 kc.

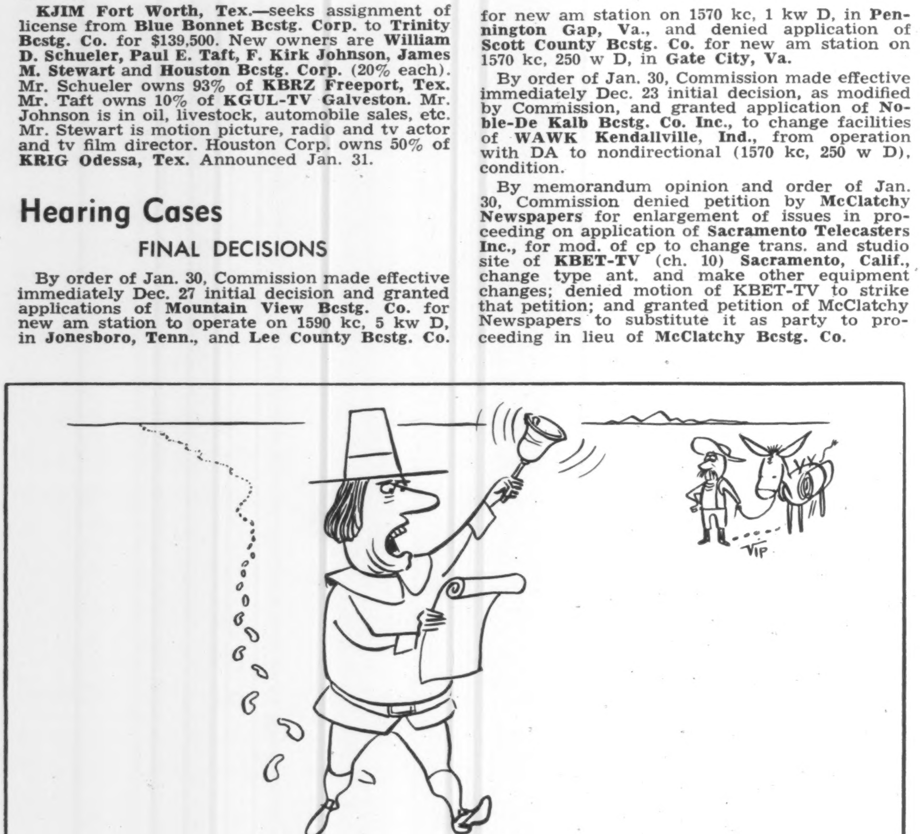
By memorandum opinion and order of Jan. 30, Commission granted petitions by **Rand Bcstg. Co.** and **Radio Tampa** for hearing, mod. and enlargement of issues in proceeding on their applications for new am stations in **Tampa, Fla.,** and that of **B. F. J. Timm, Lakeland, Fla.** (1010 kc), and denied request by Timm to delete issue 2.

INITIAL DECISIONS

Hearing Examiner Hugh B. Hutchison issued initial decision recommending that Commission amend Sec. 3.25 of rules to change designation of clear ch. 770 kc from Class 1-A to Class 1-B, and order **Albuquerque Bcstg. Co.** and **American Broadcasting-Paramount Theatres Inc.,** to show cause why the authorizations of their respective stations—**KOB** at **Albuquerque, N. Mex.,** and **WABC New York City**—should not be mod. to operate as Class 1-B clear ch. stations on 770 kc, 50 kw, unlimited time, with directional ant. at night to protect the service of each station. (WABC is licensed on 770 kc, 50 kw, unl. KOB is licensed on 1030 kc, 10 kw, unl.; has cp for 1130 kc, 50 kw, unl., and is is operating under SSA on 770 kc, 50 kw-LS, 25 kw-N.) The initial decision granted motion of KOB to correct the transcript record. Announced Feb. 3.

Hearing Examiner Millard F. French issued

Continues on page 99


VIP
"Whatever your broadcast needs, go straight to Collins"

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

If you are a salesman and feel you are ready for a big market like Washington, D. C., contact WEAM, Arlington, Va.

Management

Unusual opportunity for young, aggressive, salesmanager to become manager metropolitan station. Box 954C, BROADCASTING.

Assistant manager wanted for new station in greater Pittsburgh area. Will be in operation in few weeks. Eventual promotion to manager assured. All applicants must have several years announcing experience; sales experience (not necessarily in broadcasting). Must be married, have car, must send tape, resume, photo with letter of application. Box 130D, BROADCASTING.

Sales

Sales: Good opportunity in Mobile, Alabama for experienced men who can sell radio. Guarantee $100.00 week against 15%. Personal interview necessary. List experience, present billing, age, education. Box 719C, BROADCASTING.

Here's an opportunity to parley a successful small market sales record, into a money-making job in major market. Midwest independent in one of the nation's top twenty markets has opening for experienced time salesman. Salary and commission. Give complete details including billing record, and references. Box 893C, BROADCASTING.

Good experienced radio salesman who can produce in highly competitive northeast Texas market of 60,000. Network 250 watter long established, modern programming, strong promotion with good list of prospects. $100.00 week guarantee against 15%. Excellent opportunity for advancement. Good character and business references required. Box 958C, BROADCASTING.

Texas opportunity for radio salesman. Guaranty and commission. List experience, billing, education, etc. Box 103D, BROADCASTING.

Radio salesman for number one rated music and news, fulltime 5 kw indie. Metropolitan Florida city in top 100 markets. Prefer young, married man. Send detailed resume and photograph. Box 110D, BROADCASTING.

Splendid future with Detroit independent for man with proven sales ability. Man with imagination. Organizational talent can advance, good salary plus. Box 127D, BROADCASTING.

Expanding chain with brand new station in greater Pittsburgh area needs complete sales staff. Will be high quality operation in single station market. Draw against commission. Excellent opportunity for former announcer with sales experience. Send photo and resume. Box 132D, BROADCASTING.

Radio salesmen desirous of earning over $200 per week. Must be free to travel. Box 3608, Nokomis Station, Minneapolis, Minnesota.

One sales position now open. Exceptional opportunity for experienced man. Largest single-station market in Texas. KTEM, Temple, Texas.

Experienced time salesman with announcing experience. Emphasis on sales. Base salary plus commissions. Excellent opportunity for right man in lucrative market. WLTC, Gastonia, N. C.

Looking for experienced man for established radio station who can sell in a good wide-open market. $125 per week guarantee against 15%. Mail complete information to Bill Ewing, WTUX, Wilmington, Delaware.

Radio salesman needed. Good deal and permanent job on one kw station serving 4 towns. Contact H. C. Gilreath, WVOP, Vidalia, Georgia giving full information.

Announcers

Announcer wanted, must be mature, experienced, warm, friendly personality with ability to sell on the air. Please submit resume, tape and picture with your letter. No recent radio school graduate, please. Box 484C, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Midwest metropolitan market needs experienced afternoon man. Opportunity to assist in programming if you have ideas. Salary open. Send tape and resume. Box 897C, BROADCASTING.

Maryland independent needs experienced staff announcer who knows popular music. Immediate opening. Restricted permit required. Box 932C, BROADCASTING.

Up to $115 a week for the right announcer. Ohio-Indiana area. Send tape, photo and references. Box 946C, BROADCASTING.

Wanted: Lively voiced and smooth production dj. Indiana city 140,000. Send full details with aircheck. No easterners. Box 107D, BROADCASTING.

Expanding chain has immediate opening for experienced announcers at brand-new station in greater Pittsburgh area. Will be in operation in a few weeks. $90 to $95 per week to start, with regular raises and unusual opportunity for advancement into management. Minimum of 1 year experience required. All applicants must send tape, photo, resume with letter of application. Box 131D, BROADCASTING.

Breezy, gimmik minded, morning announcer. Must have top potential. Send tape, picture. Box 133D, BROADCASTING.

Minnesota station needs announcer-dj. Experience necessary. Good salary. Box 135D, BROADCASTING.

Station operators in small markets in Ohio and Indiana need announcer and girl copywriter. Please send complete resumes and photo. Box 139C, BROADCASTING.

Smooth morning man with 3rd class ticket for live-wire 1000 watter in rural tidewater Virginia. Will consider experienced beginner strong on news. Tape, resume first letter. Box 144D, BROADCASTING.

Announcer for early morning shift. Must be sharp on reading weather, markets, news and sports. At least two years station experience. First application by letter only. Do not send tape. Radio KCOL, Fort Collins, Colorado.

Young single announcer. No floaters, drinkers, Must have good credit and plan to keep it good. Some experience desired. Tape, picture, resume to Lowell Jack, KMAN, Manhattan, Kansas.

Announcer with first phone, WAMD, Aberdeen, Md.

Wanted, young experienced country dj. Must be steady and know sports. Top money. Send tape, photo, and resume. WCQS, Alma, Georgia.

Announcer, strong staff man to handle disc jockey, news, staff duties. Must operate control board. Only experienced men considered. Send tape, photo and resume to George T. Frechette, WFHR, Wisconsin Rapids, Wis.

We are waiting for the right dj, if you have one or two years in the business and want to go on up, our operation will teach you well and pay you well. Contact Clyde Johnson, P.D., WFIN, Findlay, Ohio.

WINZ, Miami, 50,000 watts, Florida's biggest news and music station invites tapes from top market dj personalities for daytime opening. State availability and salary required. Tapes, regretfully, will not be returned.

Announcer-engineer: South Georgia kw daytimer needs combination announcer-first class engineer immediately, emphasis on announcing. Southerners only. Contact Marshall Rowland, WQIK, Jacksonville, Florida.

Staff announcer with personality, strong on disc. CBS affiliate. WSOY, Decatur, Illinois.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening WVOS, Liberty, N. Y. No tapes, Liberty 1680.

Technical

First class engineer-announcer for Indiana non-directional 1000 watt daytimer, $110.00. Box 750C, BROADCASTING.

Immediate openings for 1st class engineers new station in greater Pittsburgh area. Kilowatt daytime directional station with good working conditions, paid vacation, good salary, time and half for overtime. Send resume of experience. Box 881C, BROADCASTING.

Transmitter engineer, no announcing. Car required. AM-FM station. Upstate New York. Box 981C, BROADCASTING.

5 kw radio station in south Georgia has immediate opening for combination engineer-announcer. Must have FCC commercial first radio telephone license. Excellent opportunity for advancement. Box 111D, BROADCASTING.

Wanted first class engineer-announcer. Must be good announcer. Good salary. KTOE, Mankato, Minn.

First class engineer, maintenance; top pay, other benefits. Permanent. WDBL, Springfield, Tenn.

Wanted: First class engineer with good announcing voice. 5 kw Georgia station. State salary requirements, include tape and picture. Send to: John R. Swann, WHAB, Baxley, Georgia.

Technician, licensed. Broadcast and mobile communications. Hawkins Broadcasting Services, 920 King, Wilmington, Delaware.

Production-Programming, Others

Money for imaginative copywriter capable of producing multiple voiced commercial anouncements. Must be able to double as dj. Top pay. Excellent market. Box 903C, BROADCASTING.

Accountant with experience in television who wants change from cold north to warm balmy south in climate excellent for arthritis, TB, etc. NCR machine and outside CPA make up monthly reports. Woman preferred but man acceptable. Salary $350.00 per month with raise if work satisfactory. If applicant can handle monthly P and L starting salary $500.00. Write Box 126D, BROADCASTING.

Copywriter who knows English, to write plenty of selling copy. Rough job and worth it. Bob Houston, Program Director, KVBC, Farmington, New Mexico.

RADIO

Situations Wanted

Management

Commercial manager, employed, 10 years experience in all phases of radio desires step-up to manager. Small or medium market, N. C., S. C., or Virginia preferred. Age 32, married, top references. Box 885C, BROADCASTING.

Manager or commercial manager. Co-manager of well-known network regional who is directly responsible for local and national billing and with sound background of working with national representatives desires association with multi-station group or with growing single station operation and attendant management benefits. Excellent background of promotion and merchandising and recipient of top awards in merchandising and promotion. College graduate, family man and long record of trade and civic achievements. Over ten years with current station. Box 952C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Have just sold my interest in 2 stations. 20 years experience available to aggressive organization. Have good staff (including sales) I could bring with me. Would consider investing. $12,500 plus over-ride. Industry references on request. Box 586C, BROADCASTING.

Manager-net flagship executive. Extensive background program, promotion, administration, vigorous, creative. Box 104D, BROADCASTING.

Experienced-enthusiastic-successful-selling manager of 5 kw medium market station desires change due to inadequate compensation. Non-drinker, church-goer, family man, age 36, interests civic, community affairs. Management, production, promotion, sales experience. Interested general managership only. $200 weekly minimum. Write or wire Box 108D, BROADCASTING.

Manager, radio or tv four years management, five salesmanagement, five programming. Network, independent; single and multi-station market. Sound management sales practices. Experienced sales trainer. Excellent industry references attest to ability, character, loyalty. Good citizen, family man. Can take full charge for you. This is what you really want, isn't it? Box 140D, BROADCASTING.

Manager available. Presently managing No. 1 Pulse rated music-news in eastern metropolitan city of nine stations always selling over $100,000. Agency contacts. Best industry references. Present employer reference. Box 150D, BROADCASTING.

Sales

An outstanding radio-tv station or advertising agency desiring young, ambitious male to enter sales training force. Broadcasting college grad. Commercial tv experience. Send reply Box 993C, BROADCASTING.

10 years radio, sales, announcing, engineering. Stable operation west coast only. Present earnings plus $7,500. Box 996C, BROADCASTING.

The BIG MONEY goes to F. C. C. LICENSED MEN!

F.C.C. License—the Key to Better Jobs

An FCC **commercial** (not amateur) license is your ticket to higher pay and more interesting employment. This license is Federal Government evidence of your qualification. Employers are eager to hire licensed technicians.

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Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals—NO previous training required. Beginners get 1st class license in 12 weeks.

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821 19th Street N. W.
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OR

1505 N. Western Ave.
Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly.

Name --

Address ------------------------------------

City ---------------------------- State ----------

I am Interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Announcers

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Negro, outstanding reputation, newscaster, speech-announcer. Award, relaxed punch styles, top dj, credit listing. Box 848C, BROADCASTING.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Tape available. Box 870C, BROADCASTING.

Sportscaster-newsman-staff announcer desires career position. Experienced, graduate, presently employed. Available for up-coming baseball season. Also have newspaper experience. Box 945C, BROADCASTING.

DJ, beginner, capable, eager to please, salary secondary to opportunity. Grad. N. Y. Radio School. Tape and resume immediate on request. Box 965C, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 966C, BROADCASTING.

Negro deejay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 967C, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 968C, BROADCASTING.

Top rated (WITH) Baltimore dj interested in making change. Box 975C, BROADCASTING.

Good dj, announcer. Married, 29, family. Looking for good opportunity. Box 976C, BROADCASTING.

Experienced, fun-loving, listenable voice. Oregon, California, Arizona, my choice. Box 982C, BROADCASTING.

Successful popular music deejay. Newscaster. Experienced. Negro. No accent. No jivetalk. References. Travel. Box 985C, BROADCASTING.

Sports staff announcer desires position sports minded station. Have reached limit present market. Excellent play-by-play baseball, basketball, football. Two years pro-baseball umpire. Five years radio. Box 986C, BROADCASTING.

Young man desires permanent position as announcer. Have summer replacement experience and a college degree in radio-tv. Vet, single, free to travel. Box 989C, BROADCASTING.

Experienced announcer: Employed announcer-pd music news station. Seek better future, remuneration. Box 991C, BROADCASTING.

Young, aggressive personality dee-jay-announcer. 5 years experience in New Orleans market. Box 992C, BROADCASTING.

Announcer, know board, can handle music, sports, news, desire job with future. Will travel. Box 999C, BROADCASTING.

Young dee-jay-engineer, experienced, versatile, ideas, personality, record hops, etc. Fast on console, sharp on maintenance-repair. Would like to try sales. Prefer midwest, but will travel. References. Box 101D, BROADCASTING.

Experienced dj, knows music, fast paced, good commercial, married. Box 102D, BROADCASTING.

4½ years "on the air salesmanship" experience. Production training in radio and television, solid news delivery, mature record shows. Will consider program directorship of small radio operation or staff work on radio or television in large markets. Sincere, stable, married, veteran. Box 109D, BROADCASTING.

Attention sports minded stations. Exciting play-by-play sportscaster, dj. 5 years experience. Employed. Married. References. Box 112D, BROADCASTING.

Mature announcer, married, university graduate. Radio, television experience. Presently employed. Desires permanent position, prefer Ohio or Florida, but right job anywhere considered, with station whose employees stick. Require good salary. Might be interested in buying part interest solid small station. Box 113D, BROADCASTING.

Florida attention! Announcer, successful, mature, stable, in key metro market. Desires announcing with opportunity to learn management! Box 115D, BROADCASTING.

Announcer, experienced. Married, college. Wishes to relocate. Knows all facets radio. Young, eager, will travel. Box 998C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Rhode Island, Mass., Conn. Staff announcer plus deejay or copy. Limited experience. Great potential. Ambitious, reliable. Box 117D, BROADCASTING.

Newsman: Eleven years experience announcing, reporting, writing, editing, publicity, promotion. Family man, thirty-one. Box 119D, BROADCASTING.

Night shift wanted in midwest. Presently in television wants back in radio. Six years in radio, with solid references. Veteran with college. Can operate board, and gather and air news. Box 120D, BROADCASTING.

West only! Potential continent-crosser wants western wigwam after 5 years eastern experience. Top dj-announcer. Married, 30, college, musical background. Let's talk turkey. Box 121D, BROADCASTING.

Staff announcer-standard dj. Strong news, board operation, 23, vet, married, recent graduate New York broadcasting school. Have smile, will travel, tape and photo upon request. Box 122D, BROADCASTING.

Well-rounded radio school graduate, pleasant personality, single will travel, holds ticket. Box 123D, BROADCASTING.

All-around announcer, radio and tv school grad. DJ, news, commercial, copy. Young, single, will travel, holds ticket. Box 124D, BROADCASTING.

I've gone as far as I can go in this market! Selling commercials, make news sound like it's new. Friendly, warm dj. Gather news, hatch ideas. 4 years radio, presently employed, no coronary, no boozer, no floater. Responsible, employed, married, degree. Tape. Box 129D, BROADCASTING.

Eastern markets-dj; 3 years experience including major market; personal interview. Box 134D, BROADCASTING.

Minneapolis: top-notch disc-jockey, age eighteen, regional experienced, nationally, featured, gimmic, ad lib; top weekly teen show. Box 146D, BROADCASTING.

Hillbilly announcer with first phone who can also handle news and "pops". Experienced. No maintenance. Box 171, Maumee, Ohio.

Recently released from active duty. Will consider any offer, prefer personality work. 5 years experience, radio and tv, major market. Gene Edwards; Rt. 1; Box 85C; Martinsburg, W. Va. AMhurst 7-7583.

Announcer with college education. 1½ years experience. Desires position large market, chance to expand. Can handle all phases of announcing. Presently employed in midwest. Tom Inkley, 1009 Wildwood Drive (East), Prospect Heights, Illinois.

Experienced announcer with first class phone license. Prefer northeast. William Jackson, 3756 95th Street, Jackson Heights, N. Y.

Young man, 23, screwball, music man, sales experience, N. Y. dj school, run board, 3rd class tape, interview. Don Lord, 27 Garwood, Irvington, N. J.

Looking for personality jocks? Two people recording act, works as team. Cross patter, pitch, copy and news. Prefer country, gospel, rock and roll. Also live shows. 23 years radio, seven television. References. Now employed. A real deal. Smith Brothers. Trinity 6-3441. 907 State Street, N.W., Atlanta, Georgia.

Announcer, good commercial, news, dj delivery. Have some air experience, will be excellent with more. A. J. Waran, 6328 N. Mobile, Chicago 30, Ill. Newcastle 1-4364.

Technical

Chief engineer, competent experienced; construction, maintenance, directionals, remotes. Seeking permanency. Every inquiry considered and answered immediately. Responsible, sober, married. Box 978C, BROADCASTING.

Engineer, 1st class FCC radiotelephone license, experienced am-fm-audio, desire position as field sales engineer, with leading electronics mfg. College, willing to relocate. Box 979C, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer or assistant. Experienced. (No tobacco or alcohol.) Write Box 984C, BROADCASTING.

Employed chief wants position as chief, 4 years experience. Have installed new equipment, own car and have announcing ability. Available immediately. Box 105D, BROADCASTING.

Engineer, 8 years chief, construction, maintenance, directionals including 5 kw's. References. Box 116D, BROADCASTING.

Chief engineer, wishes to relocate to station with bigger potential; well liked by present employer. Box 136D, BROADCASTING.

First class engineer, first class personality dj. Installed directional system at 5 kw where now located. Prefer south. Available in one month. Box 137D, BROADCASTING.

Combo man, four years experience, all phases, three chief, references. 28, family man, day work, reason wife's health. Southwest or west coast. Employed, boss knows, write 924 Wisconsin Street, Oshkosh, Wisconsin, call Stanley 330.

Production-Programming, Others

SDX, RTNDA, newsman. Nine solid years radio television experience. Box 980C, BROADCASTING.

Experienced music librarian and news researcher with top dj's. Recently completed effective speaking course. Slight cerebral palsy handicap. Resume, references upon request. Box 125D, BROADCASTING.

Experience—I've got it! PD presently employed. DJ, pleasant voice, warm, fresh appeal. 4 years plus in radio, some tv, newshawk, copywriter, sales, authoritative newscasts. Can do job your way. Desire larger market. Responsible, married, degree. Will dj, pd, news. Tape. Box 128D, BROADCASTING.

Have experience, will travel. News director, currently employed community of 40-thousand, looking for permanent position in larger market. Six years with present employer who has been given two-months notice, effective April 1st, and who knows of this ad. Box 138D, BROADCASTING.

Commercial copywriter with 7 years experience in radio and tv. Ellis Babcock, Box 55, Orwell, N. Y. Pulaski 816W.

Wanted—Job with small station. Willing to learn. Don Ryan, Box 22, Eveleth, Minnesota.

TELEVISION

Help Wanted

Announcers

Experienced sports and news announcer, heavy on sports. Tape, resume, photo, plus past and expected earnings along with references with first letter. KCKT-TV, Great Bend, Kansas.

Louisiana vhf station needs experienced staff announcer. References and audition material necessary. Apply to John Ferguson, WBRZ, Baton Rouge, Louisiana.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

TV copywriter, experienced. Opening for creative, sales-minded writer. Must be able to handle administrative details, will consider experienced radio writer. Air mail sample copy, complete resume, references. Program Director, KOMU-TV, Columbia, Missouri.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Need experienced program director for new tv station; also pd for am affiliate and two good announcers for tv-radio work. Eli Daniels, KRSD, Rapid City, South Dakota.

TELEVISION

Situations Wanted

Management

Executive: Now employed major market radio-vhf-tv sales manager. 100% personal reason, seeking new association. Industry known, accredited reputation ten year management/sales manager record with yearly earnings averaging over $16,000.00. Negotiations held confidential. Box 942C, BROADCASTING.

Sales manager-manager, 13 years of radio and tv sales, sales management, and management. Have great small market tv success story that should interest any station owner. Geographical location no barrier as long as the property is sound and ownership progressive. Married man with family who wants to settle down for life with income that matches my ability. Age 39, available February 1. Box 951C, BROADCASTING.

Manager, commercial manager. 7 years successful tv as commercial and station manager. Thoroughly experienced all phases management, sales, promotion. Strong on personnel. Now employed. Top references. Box 118D, BROADCASTING.

Top producer in highly competitive prime eastern market for past four years in local and regional sales now looking for more responsibility. Present employer will give top references. Young, married and primarily interested in management future. Box 142D, BROADCASTING.

Sales

Sales background, references, photo mailed immediately. $225 minimum. Write Box 892C, BROADCASTING.

Here is a personal investment that will pay-off. I'm selling twelve years of radio know-how as top announcer, pd, sports, sales, management. Two years tv sales, announcing. Family man, 35, sober, reliable. First phone. References. Presently employed. A 3 cent stamp gets you full information. Box 114D, BROADCASTING.

Announcers

Radio know-how? I've got it! Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 707C, BROADCASTING.

Experienced, young, handsome, radio announcer wants tv. Excellent voice, travel. Box 987C, BROADCASTING.

News and special events, extraordinary background for challenging job. Available about May 1st. Last 5 years, top-rated major market newscaster; 3 years, metropolitan newspaper; 5 years, radio. Yet only 30; married; vet; B.J., Missouri; M.S.J., Northwestern. Box 143D, BROADCASTING.

Technical

Engineer, 1st phone, 28, family, experienced 2½ years all phases studio operation, presently employed, desires to relocate permanently in midwest. Box 977C, BROADCASTING.

Production-Programming, Others

Program director or art director. Versatile. Imaginative. All phases tv-radio. First phone. Writer, artist, cartoonist, advertising. College, fine arts and telecommunications. Married. West preferred. Box 575C, BROADCASTING.

Newsman available now. Five years Chicago experience in news, sports, special events. Box 703C, BROADCASTING.

Newsman. 10 years television and radio with best news operations Know how to beat opposition. Want director or will take good staff job. Box 997C, BROADCASTING.

TV film editor. Complete knowledge film operation; network and production experience. Single. Box 147D, BROADCASTING.

We must let man go in economy wave. He is announcer, director, knows production, news, studio, remote, familiar with sales. Highly recommended. Needs job right away. Contact Program Manager, WTVP, Decatur, Illinois.

RADIO STATIONS FOR SALE

NORTHWEST

1. Excellent daytimer. Absentee owned. Grosses $40,000 a year. **Only $8,000 down to responsible client.**

2. Exclusive full time. Well equipped. Land & studio rented. **Only $12,000 down.**

3. Gross $90,000 year. Excellent market. Full time. Land owned by station. **$50,000 down.**

—PERSONAL SERVICE—

* * *

SOUTH

Only station in market of 35,000. All new equipped. Studio and transmitter together on land owned by station. Daytimer. **Only $17,500 down.**

* * *

FLORIDA

Daytime. Grosses around $76,000. Good market. Well equipped. **Only $100,000 with $35,000 down.**

—PERSONAL SERVICE—

* * *

ROCKY MOUNTAIN

1. Absentee owned. Full time, owner must sell. Exclusive. Well equipped. Small but growing market. **$8,000 down.**

2. Exclusive. Full time. Fine building and equipment. Absentee owned. Sound economy. **Only $12,000 down.**

* * *

JACK L. STOLL
& ASSOCIATES
A NATIONAL ORGANIZATION for the sale of Radio & TV Stations
6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

FOR SALE

Stations

California southern major market indie. $40,000 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Upper south single station market, $25,000 down, total $65,000. Chapman Company, 1182 West Peachtree, Atlanta.

New York suburban area, $350,000, terms. Chapman Company, 17 East 48th, New York.

Gulf state south medium market, $80,000 terms. Chapman Company, 1182 West Peachtree, Atlanta.

$10,000 down payment, upper south single station market. Chapman Company, 1182 West Peachtree, Atlanta.

Florida coast, medium market, $150,000, 29% down. Chapman Company, 1182 West Peachtree, Atlanta.

Southeast small metropolitan area, earnings record, $250,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Florida metropolitan market, $35,000 down payment, $100,000 total. Chapman Company, 1182 West Peachtree, Atlanta.

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Northeast metropolitan market, $130,000, terms. Chapman Company, 17 East 48th, New York.

Three Florida small market stations available with terms. Chapman Company, 1182 West Peachtree, Atlanta.

$15,000 down payment, southwest, medium market station. Chapman Co., 1182 West Peachtree, Atlanta.

New England, single station market, $85,000, terms. Chapman Company, 17 East 48th Street, New York.

Deep south single station market with profit history, $125,000, terms. Chapman Company, 1182 West Peachtree, Atlanta.

Texas major market powerful time $60,000 down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Equipment

10 kw RCA Channel 6 tv transmitter, type TT1OAL including tubes (as is), crystal holders, side band filter, harmonic filter, 4.75 mc low pass filter. Now in use and in perfect operating condition. Less than 10 months old. Substantial saving. Box 542C, BROADCASTING.

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

1957 GMC air-conditioned remote television truck, like new. Equipped with 2 RCA camera chains. Will sell fully or partially equipped. For details write Box 824C, BROADCASTING.

Three-year-old Kensol Hot Press, prints beautiful opaques, titles, ID cards, balops, and signs; prints on acetate; no messy ink to use, simple to operate; same type used by all three major networks; like new, $400. Box 990C, BROADCASTING.

GE 250-watt fm transmitter, 3 kw and 10 kw amplifiers, frequency deviation and modulation monitors, and six bays for antenna (donut type), all in excellent condition. Available immediately. Box 994C, BROADCASTING.

250 watt Gates am transmitter. $575 cash. Available immediately, good condition. Write Box 145D, BROADCASTING.

For sale: One Gates 250 watt transmitter. Clean. Model 250-C. Price $700.00. Contact G. B. McDermott, KBUR, Burlington, Iowa.

2-model 450 Ampex 8 hour players in good shape @ $450.00 each. KCFM, 532 DeBaliviere St., St. Louis 12, Mo.—VO. 101077.

One Fairchild turntable 78 and 33⅓, planetary drive, gray equalizer and two arms; Lp and 78 RPM head. Also one Gates, rim driven, 2 speed 45 and 78 RPM with one arm and an Lp head. Both turntables about 10 years old. Give us an offer. Jim Brady, KIFI, Idaho Falls, Idaho.

FOR SALE—(Cont'd)

Equipment

Tower, 115 foot new Dresser-Ideco free standing, never erected. Complete drawings and information. Cost $6700. Reasonably priced. KTWO-TV, Casper, Wyoming.

Remote control system recently removed from service. Excellent condition. Receiver and amplifiers drive any make am monitors. Reasonable. Richard Gage, Chief Engineer, WPEL, Montrose, Pennsylvania.

For sale: Basic Gates remote control system model RCM-16. Nine control channels. Will control am and fm transmitter. Like new, reasonable. Also 1 Gates rack DM-IX. WRJN, Radio Park, Racine, Wisconsin.

One sixty foot long translux moving letter sign, all controls and operating equipment in perfect operating condition. Contact WRVM, Rochester, New York.

GE 1 kw tv uhf equipment complete. Price $37,000 a.i., w.i. Cost $130,000. Our No. 0116. Also 48 lengths T452 3⅛″ coax with fittings. In original crates, $3,500, cost $6,500. Our No. 0073. May Brothers, Binghamton, N. Y.

Video monitors — 8 megacycle — plug-in construction. Miratel monitors are used by 80% of the present television stations. 14″-$215.00, 17″-$219.00, 21″-$259.00. Factory direct sales. Why pay master monitor prices for your utility requirements? Our monitors have been delivered under several trade names. Write—Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

Will trade for fm equipment, 250 watt am Collins 300-C transmitter. Ed Nall, 4516 North Libby, Oklahoma City.

Lighting equipment—brand new in original cartons. 300 MM beacons, 100 watt marker lights, ½″ U bolts, ⅝″ anchor shackles and turnbuckles. Here is your opportunity to get brand new equipment at a very reduced price, since we have gone out of the tower manufacturing business. Radio Engineering Company, 1111 Market Street, San Francisco, California. Telephone Market 1-8171.

Three tv towers I-300′ I-400′ I-450′. U. S. Tower Company, 405 Union Trust Bldg., Petersburg, Va.

WANTED TO BUY

Stations

Reliable radio party with substantial down payment. Negotiations will be in strictest confidence. Competent personnel will be retained. Box 850C, BROADCASTING.

One-station market. Immaterial if losing money or close to break even. No brokers. Box 100D, BROADCASTING.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Equipment

Wanted—.1 watt portable microwave equipment. Box 148D, BROADCASTING.

Good used 5 kw transmitter, air cooled. Box 501C, BROADCASTING.

Wanted 5 kw highband vhf tv transmitter. Box 983C, BROADCASTING.

639 Altec or Western Electric mike; three or six position. Can use two. Box 995C, BROADCASTING.

Interested in portable microwave remote gear, 1 watt only. Box 149D, BROADCASTING.

FM transmitter: 250W, 1 or 3 kw with monitors. Prefer GE or RCA. Box 221, Lebanon, Tennessee.

Wanted. Used limiter in good condition. Contact KART, Jerome, Idaho.

3-⅛″ vhf line, 250′-400′, gas-barriers, elbows, hangers, hardware. KPFA, Berkeley 4, California.

Discvacuum chip assembly. RCA 70-C2 45 conversion kits. Presto TL-10. Delaware Broadcasting. Engineering, 920 King, Wilmington, Delaware.

5 to 10 kw fm transmitter and accessories. Ed Nall, 4516 North Libby, Oklahoma City.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

INSTRUCTIONS

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 5, May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Sales

WINZ Radio Station
MIAMI, FLORIDA

has outstanding territory open for top radio account executive. Unusual opportunity for good man.

Write full resume to
Robert E. Mitchell
WINZ ● Biscayne Terrace Hotel
Miami, Florida

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

3 Used GE Image Orthicon Cameras Plus Switcher, Portable Preferred, Wanted Immediately.
Box 988C, BROADCASTING

EMPLOYMENT SERVICES

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
1736 WISCONSIN AVE., N. W.
WASHINGTON 7, D. C.

COME SOUTH!

Mississippi Broadcasters Association, membership over 60 stations, have openings for all phases of broadcasting, including management. If you would enjoy living in leisurely mild climate with excellent working conditions and good pay contact **Mississippi Broadcasters Placement Service (no fee), Paul Schilling, WNAT, Natchez, Mississippi.**

initial decision looking toward denial of application of **Ben Hill Bcstg. Corp.** for mod. of cp of station **WBHB Fitzgerald, Ga.**, to change trans. location and ant. system. (WBHB is licensed on 1240 kc, 250 w, unl.; has cp for 1380 kc, 5 kw, D.) Announced Feb. 4.

OTHER ACTIONS

James E. Peaden Twentynine Palms, Calif.—designated for hearing application for new tv translator station on ch. 74; denied request that hearing be held in Los Angeles. Announced Jan. 30.

Dixie Bcstrs. Blakely, Ga.—designated for consolidated hearing applications for new am stations to operate on 1260 kc, 1 kw, D; denied request of **Dixie Bcstrs.** to grant its application without hearing. Announced Jan. 30.

KLFY-TV Lafayette, La.—is being advised that application to change trans. site from present location 2.1 miles west of center of Lafayette to approximately 11 miles northwest therefrom, near **Bristol, La.**, and to change ant. height from 440 ft. to 940 ft., indicates the necessity of a hearing. Announced Jan. 30.

Bosque Radio Clifton, Tex.—designated for hearing application for a new am station to operate on 1420 kc, 500 w, DA, D. Announced Jan. 30.

The Commission on Jan. 30 directed preparation of a document looking toward granting application of **OK Bcstg. Co.** for a new am station to operate on 900 kc, 1 kw, D, DA, in **Mobile, Ala.** (An initial decision of Nov. 19 proposed this grant.)

The Commission designated for consolidated hearing the following am applications: **Binder-Carter-Durham Inc.**, to increase power of WAMM Flint Mich., from 500 w to 1 kw, continuing on 1420 kc, DA, D; **The Circle Corp.** to change facilities of **WKLZ Kalamazoo, Mich.**, from 1470 kc, 500 w, D, to 1440 kc, 5 kw, DA, D; **Kalamazoo Bcstg. Co.** for a new station to operate on 1420 kc, 1 kw, DA, D, in Kalamazoo; **Northern Indiana Bcstrs. Inc.**, to increase day power of **WIMS Michigan City, Ind.**, from 1 kw to 5 kw, and change from DA-N to DA-2, on 1420 kc with 500 w N; **Dowagiac Bcstg. Co.** for a new station on 1440 kc, 500 w, D, in Dowagiac, Mich.; **WBRB Inc.**, to increase power of **WBRB Mt. Clemens, Mich.**, from 500 w to 1 kw, on 1430 kc, DA, D; and **McLean County Bcstg. Co.** for a new station on 1420 kc, 1 kw, DA, D, in **Bloomington, Ill.**; made **WION Ionia, and WHLS Port Huron**, both **Mich.**, WPLY Plymouth, Wis., and WTIM Taylorville, Ill., parties to proceeding; denied requests of **McLean County, Northern Indiana,** and **Binder-Carter-Durham** for an extension of time to reply to 309(b) letter of Dec. 16, 1957. By letter, denied requests of **Voice of Three Rivers** for inclusion of its contingent application for a new station on 1470 kc, 500 w, D, in **Three Rivers, Mich.** in above consolidated hearing. Announced Jan. 30.

NARBA Notifications

List of changes, proposed changes, and corrections in assignments of Mexican Broadcast Stations modifying the appendix containing assignment of Mexican Broadcast Stations attached to the recommendations of the North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941.

MEXICAN

560 kc

XECC Tecate, Baja California—250 w ND U. Class IV 12-20-57 (change in call letters previously XEAK).

910 kc

XEHO Ciudad Obregon, Sonora—1 kw D 250 N ND U. Class IV 6-20-58 (previously on 1260 kc).

920 kc

XECQ Culiacan, Sinaloa—5000 w D 100 w N ND U. Class III 6-20-58 (previously on 1300 kc).

1260 kc

XEHO Ciudad Obregon, Sonora—1 kw D 250 w N ND U. Class IV (delete upon entry into operation on 910 kc).

1290 kc

XEAP Ciudad Obregon, Sonora—1 kw D 100 w N ND U. Class IV 3-20-58 (increase in daytime power).

1300 kc

XECQ Culiacan, Sinaloa—1000 w D 500 w N ND U. Class III-B (delete upon entry into operation on 920 kc).

XEXW Nogales, Sonora—5000 w D 100 w N ND U. Class III 3-20-58 (increase in daytime power).

1320 kc

XERJ Mazatlan, Sinaloa—5000 w D 500 w N ND U. Class III 3-20-58 (increase in daytime power).

1400 kc

XENG Huachinango, Puebla—250 w ND U. Class IV 6-20-58 (new).

1450 kc

XENA Queretaro, Queretaro—1000 w D 500 w N ND U. Class IV 3-20-58 (increase in nighttime power).

1510 kc

XESG Saltillo, Caohuila—1000 w D D. Class II 6-20-58 (new).

Notification of new Cuban radio stations, and of changes, mod. and deletions of existing stations, in accordance with part III, section F of North American Regional Broadcasting Agreement, Washington, D. C., 1950.

CUBAN

820 kc

CMDT Bayamo, Oriente—.25 U. Class II (assignment of call letters and change in location from Manzanillo).

870 kc

CMDY Holguin, Oriente—.25 U. Class II 12-20-57.

1070 kc

CMKS Guantanamo, Oriente—.25 U. Class II 1-17-58 (change in frequency from 1290 kc).

1080 kc

CMHE Fomento, Las Villas—.25 U. Class II (change in location from Encrucijada).

1290 kc

CMKS Guantanamo, Oriente—.25 U. Class II (delete assignment—vide 1070 kc).

CMDG Guantanamo, Oriente—.25 U. Class IV 6-17-58.

1300 kc

CMAE Pinar del Rio, Pinar del Rio—.25 U. Class IV 2-15-58.

1550 kc

CMDV Santiago de Cuba, Oriente—.25 U. Class II (assignment of call letters—now in operation).

Routine Roundup

ACTIONS BY FCC

By letter, denied further requests by **Reverend J. Richard Sneed** and **First Methodist Church of Los Angeles, Calif.**, for reconsideration of May 8, 1957, denial of petition to restrain am station **KFAC Los Angeles**, from discontinuing religious program of that church.

ACTIONS ON MOTIONS

The Commission on Jan. 28 accepted notice of appearance of **NBC Tv Affiliates** in matter of study of radio and tv network broadcasting and extended to Feb. 15 time for filing list of its witnesses and outline of subject matter to be presented.

By Hearing Examiner Charles J. Frederick on dates shown

Upon consideration of oral request by counsel for Broadcast Bureau for postponement of hearing re mod. of cp of **Capitol Bcstg. Co. (WJTV ch. 12) Jackson, Miss.**, ordered that hearing scheduled for Feb. 4, is rescheduled for Feb. 18. Action Jan. 28.

Denied motion for reconsideration of ruling of hearing examiner made on record of prehearing conference held Jan. 16, by counsel for **Williamsburg Bcstg. Co., Williamsburg, Va.**, respecting request for certain information which is of record in proceeding on its am application and those of **Ralph D. Epperson, Williamsburg,** and **WDDY Inc. (WDDY), Gloucester, Va.** Action Jan. 29.

By Hearing Examiner Elizabeth C. Smith on January 28

Granted motions by **Community Service Bcstg. Corp.**, protestant, and **Walter T. Gaines (WGAV), Amsterdam, N. Y.**, for certain specified corrections to transcript in proceeding on Gaines' am application.

By Hearing Examiner Herbert Sharfman on January 29

Ordered that hearing now under indefinite continuance is scheduled for Feb. 24, re application of **Sacramento Telecasters Inc. (KBET-TV ch. 10), Sacramento, Calif.**, for mod. of cp.

By Hearing Examiner Millard F. French on January 27

On own motion, ordered that further prehearing conference scheduled for Jan. 29, is continued to Feb. 26 re applications of **KTAG Associates (KTAG-TV ch. 25), Lake Charles, La.**, to change to ch. 3 **Evangeline Bcstg. Co. Inc.**, and **Acadian Tv Corp.**, for new tv stations to operate on ch. 3 in **Lafayette, La.**

February 3, 1958

On request by **American Bcstg. Co.**, Commission on Jan. 30 extended time for filing comments from Jan. 31 to Feb. 10 (proposal to amend Parts 1 to 17 to locate tall radio towers on "ant. farms"), with rebuttal comments to be filed within 10 days thereafter.

HOWARD BARRETT, General Manager

Like Hundreds of Broadcasters . . .

General Manager
HOWARD BARRETT

KNIT
Abilene, Texas

and Chief Engineer
JOHN E. TURNER

Selected STAINLESS TOWERS

JOHN E. TURNER, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS

Call or Write for Informative Literature.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

By Chief Hearing Examiner James D. Cunningham on January 30

Granted petition of **James A. Saunders** and **William F. Johns Jr.**, proposed transferor and transferee, respectively, for dismissal without prejudice of application for transfer of control of **Ware Bcstg. Corp. (KIHO), Sioux Falls, S. D.**, from Saunders to Johns; proceeding dismissed.

By Hearing Examiner Jay A. Kyle on January 30

Upon informal request of counsel for **Marshall County Bcstg. Co. Inc., Arab, Ala.**, and with concurrence of other counsel in proceeding on its am application and that of **Walter G. Allen, Huntsville, Ala.**, ordered that hearing is scheduled for Mar. 11.

By Hearing Examiner Herbert Sharfman on dates shown

Ordered that prehearing conference will be held Feb. 10 in proceeding on am applications of **Hirsch Bcstg. Co. (KFVS), Cape Girardeau, Mo., Wabash Valley Bcstrs.** and **Firmin Co., Vincennes, Ind.** Action Jan. 29.

On oral request of counsel for **La. Purchase Co.**, for new tv station to operate on ch. 2 in **St. Louis, Mo.**, and **Signal Hill Telecasting Corp.** (ch. 36) to change to ch. 2, St. Louis, and without objection by Broadcast Bureau, ordered that hearing scheduled for Feb. 28 is rescheduled for Feb. 6. Action Jan. 31.

By Hearing Examiner Millard F. French on January 30

By agreement of parties, ordered that time for filing supplemental proposed findings of fact and reply findings is extended from Jan. 31 and Feb. 7 to Feb. 10 and Feb. 19, respectively, re am application of **Fernandina Beach Bcstrs. (WSIZ), Douglas, Ga.**

By Hearing Examiner H. Gifford Irion on January 29

Granted motion of **Westbrook Bcstg. Co. Inc., Westbrook, Me.**, for admission *pro hac vice* of **Saul H. Sheriff** of **Portland, Me.**, to represent it at taking of depositions on Feb. 3 in proceeding on its am application and that of **Sherwood J. Tarlow, Saco, Me.**

February 4, 1958

By Chief Hearing Examiner James D. Cunnnigham on January 31

Granted petition of **Community Bcstg. Co. of Ore., Eugene, Ore.**, for dismissal without prejudice of his am application and for removal of same from hearing docket, and dismissed its petition to amend application.

Ordered that hearings are scheduled in the following proceedings on the dates shown: am applications of **Binder-Carter-Durham Inc. (WAMM) Flint, Mich.** et al., on March 20; **Bosque Radio, Clifton, Tex.** and translator application of **James E. Peaden, Twentynine Palms, Calif.**, on Mar. 24; am application of **Dixie Bcstrs.** and **Radio Blakely, Blakely, Ga.**, on Mar. 31.

By Hearing Examiner Hugh B. Hutchison on January 31

On own motion, ordered that a prehearing conference is scheduled to be held at 2 p.m., Feb. 5, re am application of **Baw Beese Bcstrs. Inc. (WBSE) Hillsdale, Mich.**

By Hearing Examiner Herbert Sharfman on January 31

Granted petition of the Broadcast Bureau for an extension of time from Feb. 3 to Feb. 10 for filing initial proposed findings of fact and conclusions, and for filing replies from Feb. 13 to Feb. 20, in the matter of revocation of tv cp of **Nev. Telecasting Corp. (KAKJ) Reno, Nev.**

By Hearing Examiner Basil P. Cooper on January 30

Scheduled further prehearing conference for Jan. 31, at 11:00 a.m., in proceeding on am applications of **Birney Imes, Jr. (WMOX) Meridian, Miss.**, and **Miss. Bcstg. Co., Carthage, Miss.**

BROADCAST ACTIONS
by the Broadcast Bureau

Actions of January 31

WIMA-TV Lima, Ohio—granted cp to change erp to visual 195 kw, aural 97.7 kw, ant. height 340 ft., change transmitters and make minor equipment changes.

The following were granted extensions of completion dates as shown: **KCTL Great Falls, Mont.** to 6-1; **KPAP Redding, Calif.** to 5-1; **KBRO Bremerton, Wash.** to 8-21; **WTAM Atlanta, Ga.** to 4-1; **WSTU Stuart, Fla.** to 8-13; **WBEL South Beloit, Ill.** to 4-27; **WDCR Hanover, N. H.** to 8-27; **WKLM Wilmington, N. C.** to 8-17; **KBBI Los Angeles, Calif.** to 8-1; **KQXM (FM) Riverside, Calif.** to 6-1.

KIVY Crockett, Tex.—granted authority to sign-off at 6:00 p.m., local time.

Actions of January 30

KXLE Ellensburg, Wash.—Granted assignment of license to Wash. Bcstg. Co.

KELO-TV, KPLO-TV, KELO Sioux Falls and **Reliance, S. Dak.**—Granted transfer of control from **Edmond R. Ruben, Joseph L. Floyd** and **N. L. Bentson** to **Edmond R. Ruben, N. L. Bentson, Joseph L. Floyd & Leon M. Goldfard**, voting trustees.

KDLO-TV Florence, S. D.—granted acquisition of positive control by **Edmond R. Ruben, N. L. Bentson, Joseph L. Floyd & Leon M. Goldfarb** as voting trustees.

WONG Canonsburg, Pa.—granted license for am station.

WAHL Hastings, Mich.—granted license for am station.

WETO Gadsden, Ala.—granted license covering installation of new trans.

KNOC Natchitoches, La.—granted license covering change of ant.-trans. location, studio location, install new ant., make changes in ground system and operate trans. by remote control.

WTNT Tallahassee, Fla.—granted license covering installation of new trans., trans. location redescribed as 1820 E. Park Ave., Tallahassee, Fla.

WABY Albany, N. Y.—granted license covering installation of new trans. in basement of present location & operate trans. by remote control.

WEIM Fitchburg, Mass.—granted license to use old main trans. as an alternate main trans., nighttime, and aux., daytime, at present location of main trans. site.

WSPN Saratoga Springs, N. Y.—granted license covering installation of new trans.

WFRA Franklin, Pa.—granted mod. of cp to move ant.-trans. location 800 ft. from present location (same address), change studio location to trans. location, delete remote control and change type trans.

WESY Leland, Miss.—granted mod. of cp to change studio location to trans. location, change type trans. and delete remote control operation.

WTVC Chattanooga, Tenn.—granted mod. of cp to redescribe trans. location (and correct coordinates); change studio location to same as trans. site, waived Sec. 3.613 of the Rules; change aur. erp to 158 kw, change type trans., type ant. and make other equipment changes, ant. 1040 ft.

WPEN-FM Philadelphia, Pa.—granted mod. SCA to conduct storecasting service to supermarkets. (Both simplex and multiplex basis.)

KPFM Portland, Ore.—granted cp to increase erp of fm station to 33 kw and change type trans.

KGAK Gallup, N. Mex.—granted cp to install new trans. (composite) as an aux. trans. at present location of main trans. and operate trans. by remote control.

WPAD-FM Paducah, Ky.—granted request to cancel aux. trans. license.

KGLD Garden City, Kans.—granted extension of completion date to 8-13.

WFKB Key West, Fla.—granted extension of completion date to 7-31.

Actions of January 29

KIUN Pecos, Tex.—granted assignment of license to **KIUN Inc.**

KVFC Cortez, Colo.—granted assignment of license to **KVFC Inc.**

WOBS Rounsaville of Charlotte Inc. Jacksonville, Fla.—granted assignment of cp to **Mel-Lin Inc.**

Granted licenses for the following am stations: **WELK Charlottesville, Va.**, and specify type trans.; **WDEW Westfield, Mass.; WPRW Manassas, Va.**

WFAU Augusta, Maine—granted license covering installation of new trans.

WHIS Bluefield, W. Va.—granted license covering installation of new trans. as an aux. trans. at present main trans. site.

WTIK Durham, N. C.—granted license covering installation of new trans.

KTVU Oakland, Calif.—granted mod. of cp to change aural erp to 50 kw, change studio location, type trans., type of ant., and other equipment changes; ant. height 1190 ft.

KNAC-TV Fort Smith, Ark.—granted mod. of cp to change studio location, change erp to vis. 28.2 kw, aur. 14.1 kw, change type trans. and make other equipment changes, ant. 640 ft.

WAHL Hastings, Mich.—granted mod. of cp to make change in directional ant. system.

The following were granted extensions of completion dates as shown: **WXIL Dublin, Ga.** to 3-1; **WHP-TV** (Aux. ant.), **Harrisburg, Pa.** to 3-22; **KVSO-TV Ardmore, Okla.** to 8-12; **WVUE** (main trans. & ant.), **Wilmington, Del.** to 8-13; **WCBC-TV Anderson, Ind.** to 3-28.

Actions of January 28

WAUG, WAUG-FM Augusta, Ga.—granted assignment of licenses to **Chester H. Jones** and **George C. Nicholson** doing business under same name.

WAHR-FM Miami Beach, Fla.—granted mod. of SCA to specify multiplex operation; condition.

KENY Bellingham-Ferndale, Wash.—granted authority to operate trans. by remote control.

Actions of January 27

WSTP, WSTP-FM Salisbury, N. C.—granted relinquishment of negative control by **Thomas D. Harrel Jr.**, through sale of stock to **John J. Ikner Jr.**

WLOK Memphis, Tenn.—granted cp to make changes in ant. system (remove series resistor).

KOCS Ontario, Calif.—granted mod. of cp to change ant.-trans. location, make changes in DA system (increase height and sidemount fm ant. to center tower) and make changes in ground system; condition.

Metropolitan Educational Tele. Assn. Inc., New York, N. Y.—granted permission to transmit educational programs from its studio in New York, N. Y., for wire transmission to the **Canadian Bcstg. Corp.** (via **Toronto)** 354 Jarvis St., Toronto, Canada.

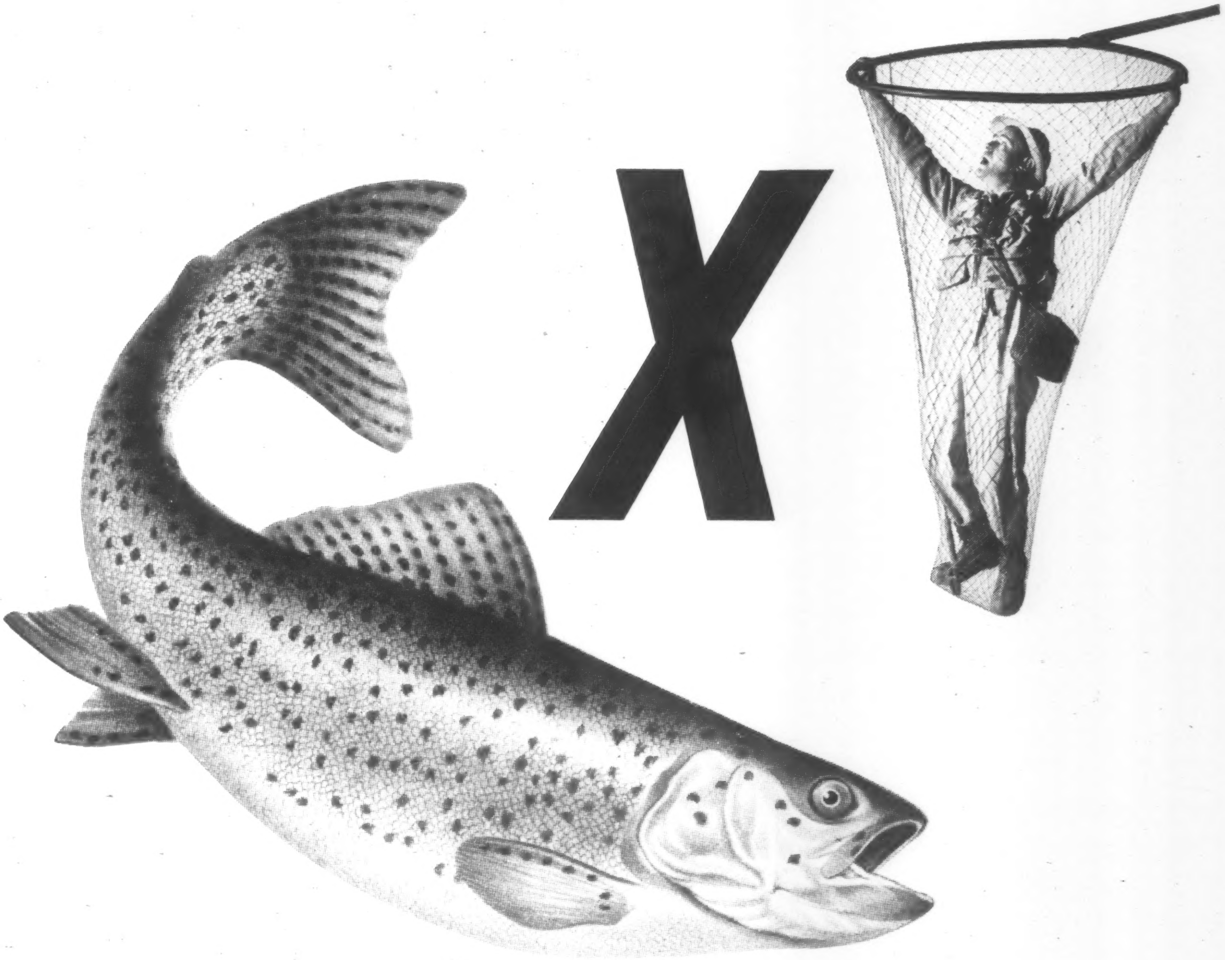
WCAS Gadsden, Ala.—granted authority to operate trans. by remote control.

Granted extensions of completion dates as shown; **KZOK Prescott, Ariz.** to 5-6; **WIOK Tampa, Fla.** to 7-1.

License Renewals

Following stations were granted renewal of license: **WFMO Fairmont, N. C.; WGAI Elizabeth City, N. C.; WNOS WNOS-FM High Point, N. C.; WSIC WSIC-FM Statesville, N. C.; WAXE Vero Beach, Fla.; WDSR Lake City, Fla.; WFEC & Alt. Main, Miami, Fla.; WFNM De Funiak Springs, Fla.; WFTW Fort Walton Beach, Fla.; WIPC Lake Wales, Fla.; WKAT (Alt. Main & Aux.), Miami Beach, Fla.; WMBM Miami Beach, Fla.; WMIE Miami, Fla.; WMMB Melbourne, Fla.; WMYR Ft. Myers, Fla.; WOOO De Land, Fla.; WQAM & Aux., Miami, Fla.; WSKP Miami, Fla.; WSPB Sarasota, Fla.; WSUN & Aux., St. Petersburg, Fla.; WTNT Tallahassee, Fla.; WVCG Coral Gables, Fla.; WDBO-TV Orlando, Fla.; WESH-TV Daytona Beach, Fla.; WFLA-TV, KC-5655, 8137, KIO-99, KIQ-44, Tampa, Fla.; WINK-TV Fort Myers, Fla.; WJHP-TV Jacksonville, Fla.; WPTV (TV), KAL-89, Palm Beach, Fla.; WSUN-TV St. Petersburg, Fla.; WTVJ (TV), KA-4850, KC-7541, KD-3422-3, KIM-82, Miami, Fla.; WTVT (TV) (Main trans. & ant.; aux. trans.), KC-8272, KIP-41, 97, 84, Tampa, Fla.; WTHS-TV Miami, Fla.; WJAX Jacksonville, Fla.; WOBS Jacksonville, Fla.; WMFJ Daytona Beach, Fla.; WAPA San Juan, P. R.; WITA San Juan, P. R.; WAPA-TV, KD-2308, San Juan, P. R.; WABA & Aux., Aguadilla, P. R.; WCMN & Aux., Arecibo, P. R.; WENA Bayamon, P. R.; WKJB Mayaguez, P. R.; WLEO Ponce, P. R.; WMIA Arecibo, P. R.; WNEL Caguas, P. R.; WORA Mayaguez, P. R.; WPAB & Aux., Ponce, P. R.; WPRA Mayaguez, P. R.; WPRP (Aux.) Ponce, P. R.; WRIO & Aux., Rio Piedras, P. R.; WTIL Mayaguez, P. R.; WWWW Rio Piedras, P. R.; WORA-FM Mayaguez, P. R.; WPFA Pensacola, Fla.**

1
United Press news produces!



How to fish for men

with the help of Air EXpress and Extra-Fast Delivery.

This is the story of a big *profit* that didn't get away.

Seems that when a run of fish develops anywhere in the country, men from miles around rush to buy rods, reels, hooks, everything. The fish won't wait, and fishermen can't. So an alert manufacturer casts his net in these moneyed waters, and lands the business — with the help of Air E**X**press. He speeds deliveries to stores, even thousands of miles away, no later than *overnight*.

If you, too, would like to land extra sales — no matter *what* you sell — call Air E**X**press, the name with the ***"X"*** in it. For Air E**X**press is the *only complete* door-to-door air shipping service to thousands of U.S. cities and towns. It multiplies your selling opportunities with 10,212 daily flights on America's scheduled airlines — plus fast pick-up with 13,500 trucks (many radio controlled) — plus a nationwide private wire system. Yet Air E**X**press is inexpensive; a 15 lb. shipment from South Bend, Indiana to Grand Junction, Colorado costs only $8.03 with Air E**X**press — $1.68 less than any other complete air shipping method. Explore all the facts. Call Air E**X**press.

AIR EXPRESS

GETS THERE FIRST** via **U. S. SCHEDULED AIRLINES

CALL AIR EXPRESS ...division of **RAILWAY EXPRESS AGENCY**

Number of Quiz Shows Decreases In Face of Threatened New Rule

Quiz shows on Canadian radio stations are undergoing a definite change in view of the possibility that CBC board of governors may announce regulations limiting quiz shows at its Feb. 14 meeting. CBC has announced that it plans to require all entries to be judged on merit, contestants to be in the studio and programs to have an element of skill. A number of radio stations have dropped all quiz shows; others are considering dropping some of the shows, and advertisers also are dropping some of the quiz programs.

Canada Packers Ltd. (food products), Toronto, will discontinue its two radio quiz shows, *Who Am I?* on 54 stations, and *It's My Living* on 17 stations, as soon as current contests are over. They consider the programs "not in the company's best interest." Two other food product advertisers, using quiz shows on a large number of radio stations, Canadian Canners Ltd., Hamilton, Ont., and Swift Canadian Co., Toronto, have not dropped their quiz shows. *Fifty a Day* and *Swift Money Man,* and do not plan to do so as long as the programs can be placed on radio stations, it has been said.

70% of Canadian Homes Have Tv

Fully 70% of Canadian households had television receivers at the end of 1957, according to a survey by the Bureau of Broadcast Measurement, Toronto. The survey, made Nov. 1, 1957, shows Canada population at that time was 16,799,900 with 4,102,100 households. Of these homes, 2,866,600 were equipped with television sets last year.

The highest concentration of tv homes is shown in the Quebec City metropolitan area with 95% of the 67,600 households having tv sets. The Montreal metropolitan area shows 90% of its 425,600 households as tv homes with surrounding counties showing from 87% to 90% of all households as tv homes. In Ontario the Toronto metropolitan area shows 86% of all households as tv homes, and most other metropolitan areas in the province show a similar high percentage of television-equipped homes.

For Canada's ten provinces, from Atlantic to Pacific, the BBM survey shows that there were 24,500 tv homes, 30% of a total 82,100 households in Newfoundland; 10,500 or 46% of the 23,000 households in Prince Edward Island had tv sets; 109,000 or 65% of the 167,000 households in Nova Scotia were tv homes; 68,600 or 55% of the 124,500 households in New Brunswick were tv homes; 832,100 or 80% of the 1,044,600 households in Quebec were equipped with tv sets; 1,186,900 or 81% of the 1,469,300 households in Ontario had tv sets; 127,300 or 57% of the 223,700 households in Manitoba had tv sets; 93,400 or 39% of the 236,700 households in Saskatchewan were equipped with tv receivers; 174,300 or 57% of th 308,000 houseeholds in Alberta were tv homes; and 240,000 or 57% of the 423,200 homes in British Columbia had tv sets.

HELP YOUR HEART FUND
HELP YOUR HEART

Radio-Tv Nets Over $6 Million

Canada's radio and television broadcasting industry, covering both government-owned CBC and privately owned stations, showed a net income in 1956 of $6,913,000, it has been reported. This is the first time such an industry figure has been compiled by the government's Dominion Bureau of Statistics. The 1956 figure was released late in January and the 1957 figure will not be available till late this year. Net income from radio was $7,234,000, while there was a deficit of $321,000 for tv station operations, DBS statistics showed.

Korean Tv Falls Under Censor

The Ministry of Education of Korea at Seoul soon will expand its censorship activities to include television programs, it was reported last week by UP. The ministry already censors movie films and the government's Office of Public Information censors newsreels for theatres. Seoul has an operating tv station, the only one in Korea except for the low power station of the U. S. Army, not affected by the censorship provisions.

RETMAC Reports on All-Channel Set

A total of 10% of all television receivers sold in Canada in the last four months of 1957 were equipped for all channel reception, the Radio-Electronics-Television Manufacturers Assn. of Canada has told the Canadian Assn. of Radio & Tv Broadcasters in urging CARTB members to apply for uhf channels now allotted to Canada. The manufacturers group also reported that substantial quantities of uhf converters have been sold in Canada for tuning in American uhf stations near the international border. In urging CARTB members to apply for uhf channels, the manufacturers said they have the capacity to make all the necessary uhf receivers which would be required.

'Liberty' Honors Bochner, Blake For Canadian Tv Acting in 1957

Lloyd Bochner and Katherine Blake, both of Toronto, have been selected as the best actor and actress in Canadian television during 1957 in the third annual *Liberty* magazine, all-Canada tv talent awards. (*Liberty* is owned by Jack Cooke, owner of CKEY Toronto.) Presentations of gold statues were made on Canadian General Electric *Showtime* tv national network program on Jan. 26. The best character actor and actress named were Paul Kligman and Winnifred Dennis.

Toronto writer Arthur Hailey won the award as top Canadian tv playwright. Robert Allen of CBC was selected as the best television producer. The top variety show award went to CBC's *Music Makers '58,* with *Front Page Challenge* as the best new show on Canadian tv.

Three *Showtime* performers took awards, Bob Goulet as best male singer, Joyce Sullivan as best female singer, and the Carlu Carter dance trio as best dancers. Sylvia Murphy was chosen as best new performer to appear on Canadian tv in the year. The Hi-Lites, featured on *Music Makers '58,* were judged the best group singers, and best m.c. award went to Fred Davis of *Front Page Challenge*. The top comedian award went to Johnny Wayne and Frank Shuster, perennial favorites. CBC's *Junior Magazine* was judged the best children's program and Joel Aldred was chosen as the best tv announcer of the year.

The winners were chosen as the result of a poll of 200 newspapers and tv stations.

Meeting Postponed for Election

Dates of the annual meeting of the Canadian Assn. of Radio and Tv Broadcasters have been changed from March 30-April 2 at the Mount Royal Hotel, Montreal, to May 11-14 at the Queen Elizabeth Hotel, Montreal. The sudden calling of a Canadian federal election for March 31 is the reason for the change, since many broadcasters will be busy with election coverage, and will be unable to attend the sessions.

tba...tba...tba...tba...
tpa

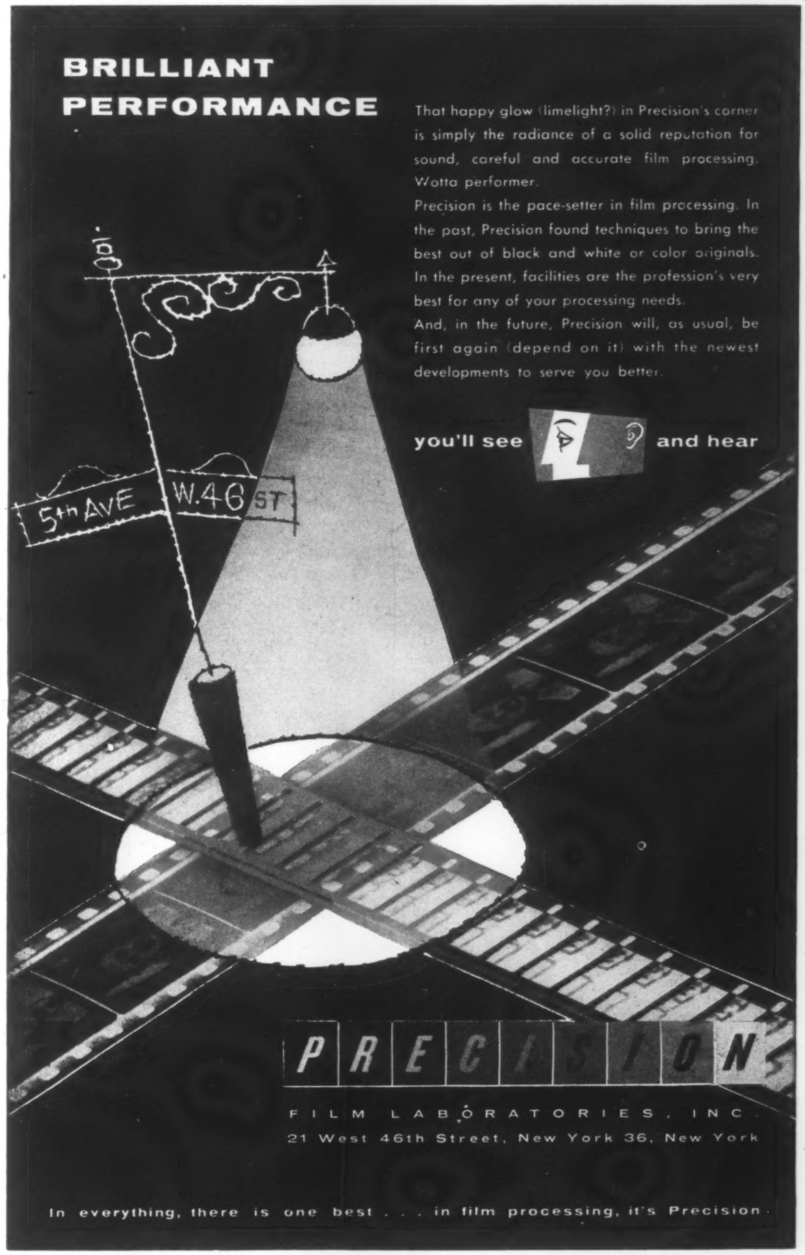
ABROAD IN BRIEF

TV TAKE-OFF: Television receiver sales leaped 25% ahead of the overall world gain in 1957, according to one year-end survey. Eighteen countries west of the Soviet bloc gained 2.5 million sets during the year, for a total now close to 12 million, it is reported. The survey lists 300 tv transmitters in the western countries and 53 east of the Iron Curtain, broadcasting to 3.3 million transmitters. Current set totals given for leading tv countries: Great Britain, close to 8 million; West Germany, more than 1.2 million; France, almost 1 million (55% of the total population is in reach of a signal, but development is reported slowing down because of budget-cutting); Italy, nearly 1 million; Belgium, 300,000; Holland, 250,000; Denmark, more than 100,000; Sweden, 60,000, and Austria, more than 30,000. All these have government-operated broadcasting systems. Two of them, Germany and Italy, have inserted commercial segments in schedules, and Belgium and Holland are discussing such a plan. Switzerland has ruled out commercial tv for the next ten years. Luxembourg's commercial tv station is reported reaching into France and Belgium.

OVER ALL DEUTSCHLAND: Limited commercial television will be virtually nationwide in West Germany next fall, when South German Radio, Stuttgart, joins five other government stations carrying a sponsored half-hour daily. The Stuttgart station has announced it would start its commercial show in October, leaving only one (Radio Bremen, which has limited coverage) holding out against the trend to commercial subsidy [INTERNATIONAL, Jan. 20].

AMSTERDAM ISSUE: The Dutch government is expected to deal shortly with introducing commercial tv in some form, according to reports from Amsterdam. Two factions are promoting separate commercial systems, one favoring private broadcasting and the other for selling time on the country's public monopoly stations. The former, Independent National Television Assn. (ONTV) has been working since 1955 without results for a Dutch version of Great Britain's Independent Television Authority. The other, Assn. for Development of Television Broadcasting (TEM) was formed in 1956 by industrial interests, publishers and banks to persuade the government to sell time on its own stations.

TV TEASE: When London's commercial television station broadcast a girlie show Wednesday, reaction was reported favorable, with only a few telephone complaints about the nude cast. The program—telecast when "all the kiddies" were in bed—featured a fan dancer and an Idonesian Ballet, costumed in transparent drapes, on the stage of The Windmill, Britain's famous girlie theatre.



BRILLIANT PERFORMANCE

That happy glow (limelight?) in Precision's corner is simply the radiance of a solid reputation for sound, careful and accurate film processing. Wotta performer.

Precision is the pace-setter in film processing. In the past, Precision found techniques to bring the best out of black and white or color originals. In the present, facilities are the profession's very best for any of your processing needs.

And, in the future, Precision will, as usual, be first again (depend on it) with the newest developments to serve you better.

you'll see and hear

PRECISION
FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York

In everything, there is one best . . . in film processing, it's Precision.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L. B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

WTCN-TV

AVERAGE SHARE OF AUDIENCE

UP 58.3%

Sign on to Sign Off Mondays through Fridays

IN JUST 6 MONTHS TIME*

DAYTIME UP 82.6% . . . NIGHTIME UP 34%.

Average RATINGS, sign on to 10 PM, Mondays thru Fridays have greatly improved too.

WTCN-TV has moved into Second Place in BOTH categories in this important four station television market.

**December 1957 A.R.B. over July 1957 A.R.B.*

NOW THE BEST BUY IN THE TWIN CITIES

CHECK THE WTCN-TV LOW COST PER THOUSAND AND YOU'LL BUY WTCN-TV EVERY TIME.

abc television network

Channel 11

WTCN-TV

MINNEAPOLIS AND SAINT PAUL, MINNESOTA

affiliated with WTCN-Radio

REPRESENTED NATIONALLY BY THE KATZ AGENCY

MONDAY MEMO

from **SIGURD LARMON,** *president-board chairman, Young & Rubicam*

On being a 'pioneer' or 'settler' as television expands its frontier

Sigurd S. Larmon. b. July 21, 1891, Stanton, Iowa. B.S. (1914), M.A. (1948), Dartmouth College. Joined Western Clock Co. in 1914 as salesman, rising to general sales manager in 1917 and serving till 1921; district manager, Columbia Phonograph Co., 1922-25; account executive, N. W. Ayer & Son, 1925-28; joined Young & Rubicam in 1929 and has served since 1942 as president and board chairman.

Television has no equal as a stimulant to management. Despite its rapid growth, the medium is still advertising's frontier, and like any frontier it lies between the already-known and the still-to-be-discovered. Also like any frontier it is both challenging and dangerous.

One of the big dangers and real challenges to the managements of both advertiser and agency is the constant risk of losing touch with this fast moving medium. Losing touch in this case means running the risk of letting those directly responsible for tv settle for "average good" instead of striving for "great." It is the risk of having your section of the frontier populated with "settlers" rather than with "pioneers."

Pioneering, of course, has to be kept in perspective. There can be no question about an agency's responsibility to its clients—the responsibility to invest advertising dollars wisely, carefully, where they will bring the biggest possible return in profitable sales. But there is always a question about just where that "biggest possible return" will be found. Does opportunity lie on the settlers' side of the frontier where everything is tried and tested and safe? Or does it lie on the pioneers' side?

The answer is probably "both." Sometimes it is best to play it safe. Other times boldness pays off. But often the pressure for safety is so strong that the importance of pioneering is forgotten.

WHEN Y&R BROKE TRAIL

Our pioneering really began in 1945, a year when Y&R's total television billing was a whopping $16,000. In the rough and tumble years since then, in company with our friends and fellow agents, we have seen tv's volume climb upward to more than a billion dollars a year and have introduced most of our clients into this dynamic selling medium.

Across the years, like other agencies, we have witnessed (and participated in) the rise and fall of the comedians, the picturization of daytime radio soap operas, the emergence of spectaculars, of morning shows and late night shows, the rise and indicated decline of the money quizzes, the growth of Hollywood network production, the decline of agency production, the rise of the independent film producer, the rise of the independent station, the maturing of a third nework, the glorification of the cowboy, and finally, the growth of an audience of 41,200,000 homes.

In short, the frontier has been rolled back a long way. But let's face it: it is still a frontier—and always will be.

In other words, we learn only by doing. Even though the process is sometimes painful. Between 1945 and 1958 lie the bones of many an experiment that it was hoped would contribute to the medium and to the common goal of building audiences. One of our own early experiments was based on a belief that comedians would build an audience faster than other performers. We refer back to the year 1948 and the show in which we introduced Phil Silvers to television. The mistake: wrong format, lack of experience, a case of too little too soon. But nobody bats a thousand, and the lessons were of real value when the day of the comedians dawned.

Not all ventures bring scars. Take Alfred Hitchcock's show, for instance. There was a time when the highly original impact of this offbeat approach both commercially and in show content seemed far from ideal by conservative standards. Was a program that introduced the commercials with gentle mockery and featured bizarre stories with frequent sad endings a wise choice? In a joint action client and agency decided to give it a try—on the basis that freshness and originality certainly offered some promise of success. Together we ventured across the frontier—and the pioneering paid off.

When *Robin Hood* first appeared, comforting precedents again were as scarce as bicycles in Sherwood Forest. This was "kid stuff" made in England. Why take the chance? Again it seemed that freshness and originality deserved a run for the money. Our client agreed and bow and arrow almost replaced the atomic pistol in the playgrounds of America.

Other examples come to mind on a broader scale. When Pat Weaver at NBC started *Today* he was pioneering so far across the frontier you couldn't see him with a telescope. And so he was again with *Home* and *Wide, Wide World.* When CBS made the management decision to break the pattern and launch *Playhouse 90,* it took the same risk and the face of television was changed. When ABC put *Maverick* on at 7:30 Sunday night to compete (a half hour later) with Ed Sullivan and Steve Allen, Kaiser's sponsorship represented a willingness on the part of management to take a calculated risk—and the high ratings are proving the rightness of the decision.

Pioneering has proved itself in the field of tv commercials, too. It would have been so easy to rest on the oars and let television selling develop into radio-with-pictures, instead of attempting to evolve television's own way of demonstrating products and starting the impulse to buy.

Surely a good orthodox way to sell an electric shaver is to show a man shaving with it. But is a good way good enough? Pioneering for a better way came up with now famous commercials where peaches were shaved instead of faces. Off beat? Perhaps—but also a dramatic demonstration of product performance.

PIONEERING ISN'T GAMBLING

Now, with all this talk of pioneering, there is one point well worth extra emphasis: There's a big difference between being a pioneer and being a gambler.

In the early days of television it didn't cost much to take a chance. But today if you gamble it is with millions of dollars. And that is just bad business. That's why today's tv pioneers do their best to take out the gambling element.

Research, experience, judgment, every bit of fact and every piece of available knowledge—all are used to reduce the element of chance, to help make sure the venture will succeed. But in television there can be no guarantees of success. Sooner or later the moment of decision always comes: Play it safe or play it bold? An agency should know how to do both. More important, it should know when to do which.

Certainly sticking with the tried and true is the right course in many cases. It sells lots of products. But a decade of experience shows that remarkably often the path of progress isn't the well-traveled road—it is the pioneer's trail.

The Main Street Miracle

AN AMAZING transformation has occurred in broadcasting in the past few weeks. It has taken place on Main Street, in dozens of cities—the grass roots.

It all started at the CBS-TV affiliates conference in Washington last month. Affiliates of that network learned at first hand about the threat of pay television and of the Barrow Report on network operations.

Back home, stations which had never editorialized before took to the air. They importuned their listeners and viewers to write their Congressmen and Senators in opposition to the pay tv tests which the FCC proposes to authorize next month.

Members of Congress have been deluged with telegrams, letters and petitions. More than a dozen anti-pay tv bills have been introduced. Dozens of articles opposing the FCC plan have been inserted in the *Congressional Record.* Almost overnight a tidal wave has inundated a hitherto relatively placid Congress, offsetting if not overtaking the years of massive lobbying of Zenith and other toll-tv protagonists.

Congress hasn't yet acted to curb the FCC's plan for toll-tv tests—a plan that the FCC itself probably would like to have superseded by Congressional expression. But the House Commerce Committee last Thursday voted to instruct the FCC to hold everything. This was accomplished because the elected heard from their electors, their own people.

Main Street already has done in a few weeks what Madison Avenue and Pennsylvania Avenue have not been able to achieve in many months. The weapons are the facts given wing over microphones and cameras from home folks to home folks in the language they understand.

The Moulder Mess

IF one would attempt to combine into a single Congressional hearing all of the unsavory elements of such proceedings over the years, he would find them in the performance of the Moulder Committee last week in its tortured effort to prove official misconduct charges against members of the FCC.

During three weird days last week the committee heard testimony on the conduct of FCC Chairman John C. Doerfer. As it emerged from the evidence that was introduced, Mr. Doerfer's conduct may not have been exemplary, but it certainly has not been criminal. Yet Mr. Doerfer was subjected to a type of prosecution that not even the most incorrigible thug would receive in a court of law.

The tactics of Chief Counsel Bernard Schwartz outdid McCarthyism in its heyday. The frequent flareups on the committee made it evident that the Congressmen had lost control and that Prosecutor Schwartz could do pretty much as he pleased with the acquiescence only of Chairman Morgan Moulder (D-Mo.), and the less outspoken support of Rep. J. E. Moss (D-Calif.). There are nine other members. The others were sharply critical of the procedure but apparently wouldn't stop the travesty for fear of being accused of a whitewash.

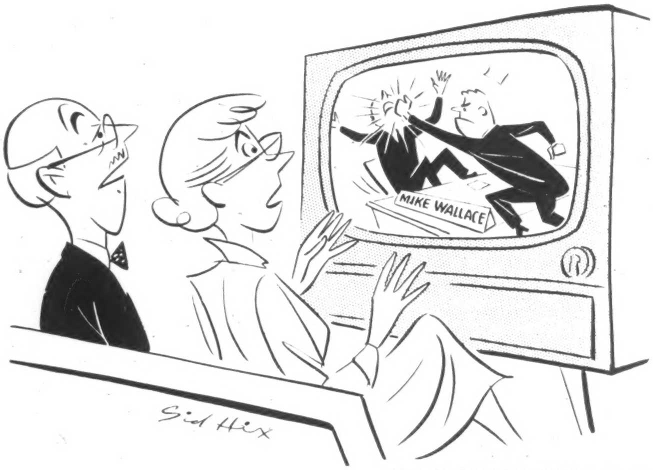
Mr. Schwartz and/or his committee followers have used the leak technique to cow the committee majority. Again last week, the *New York Times* and the Drew Pearson column ran advance stories on "confidential" memoranda before Chairman Doerfer appeared. Members of the committee had less information than that which appeared in the planted stories.

The subcommittee already has spent a considerable portion of its record $250,000 budget, largely for the FCC fishing expedition.

So far, the inquiry has produced information about $9 or $10 per diem items and the propriety of a commissioner accepting honorariums probably totalling no more than $2,000 in five years. There is no question about the legality of such honorariums, because there is a specific provision of law allowing them, attested to last Wednesday by President Eisenhower himself.

Meanwhile, hardly a wheel has turned at the FCC during the past month. Morale is at a low ebb. It will take weeks for the FCC to recover its equilibrium, whatever the outcome of the Moulder-Schwartz persecution. Important decisions are backing up.

The subcommittee hasn't ventured into the less sensational but infinitely more important task of seeking to ascertain whether the FCC or the other administrative agencies are carrying out their legislative mandates; whether the FCC is consistent in the application of criteria in determining comparative hearing cases and its allocation procedures.



Drawn for BROADCASTING by Sid Hix

"It was bound to happen sooner or later!"

Since we're not on the leak-team, we do not know what Schwartz & Co. will produce in the hearings involving other commissioners who already have been brutally maligned by the distribution of unsubstantiated charges of criminal violation of the law.

Enough has been seen, we think, to warrant forthwith withdrawal of the absurd criminal charges against Chairman Doerfer. The committee should no longer condone the recklessness and the insubordination of Bernard Schwartz.

Hurt by Headlines

LET'S face it. Television is in danger of being hurt by headlines.

Headlines, of course, are a newspaper province, and newspapers cannot be expected to play up television's values. To newspapers, television news is good only when it's bad.

A case in point is a front-page story in the *Wall Street Journal* a few days ago. By its selection of items to feature in the headlines this generally excellent paper left the impression—wittingly or otherwise—that advertisers can get more hard-sell in newspapers than in television.

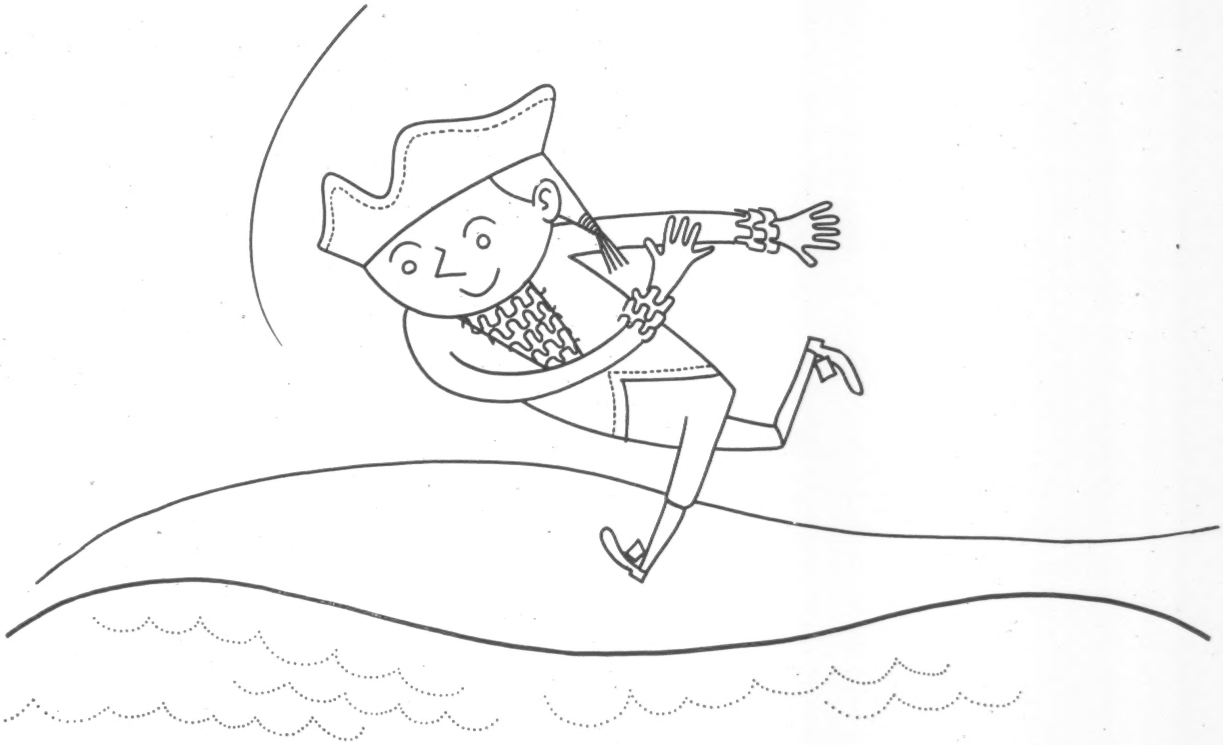
Now BROADCASTING has as much trouble writing headlines as any other publication. Headlines have to fit, and we would agree with the *Wall Street Journal* or anyone else that it isn't always easy. We do wonder what sense of news urgency impelled the *Wall Street Journal* to feature in its headlines on Jan. 29, 1958, the fact that General Electric had diverted some of its budget from tv to newspapers, an event that occurred in the fall of 1957—if it occurred at all (GE authorities say they can't tell yet whether the cut money actually is going to newspapers).

No matter. The point here is that newspapers will go on doing this sort of thing.

The unfortunate fact is that some advertisers, taking a closer look at their spending in today's uncertain economy, may themselves be influenced by headlines about economies that somebody else has made—even when that somebody else did it months ago.

For tv broadcasters it's imperative that the television story be told—in every way possible, including especially on-the-air telling. If advertising is switching to the hard sell—and there's no doubt about it—what medium outside of radio can come close to television as a hard-sell vehicle? None can, and there's no doubt about that, either. But, unless tv speaks up, the newspapers will confuse the issue and make it appear that they're *the* hard-sell medium.

Procter & Gamble moves a billion dollars worth of products every year. Three fourths of its advertising is in tv. In television broadcasters themselves have a billion-dollar product. Now more than ever they should take a lesson from their No. 1 user and employ their own medium to spread the word about its reach, its impact and its sales effectiveness.



G. WASHINGTON COULDN'T HAVE MADE IT ACROSS THE OHIO!

The truth of the matter is that most people can't . . . that is all but those who use WSAZ-TV as their sales pitching arm. Though the Ohio River is a lot wider than George's Potomac, WSAZ-TV advertisers know their dollars travel a magnificent distance across — and up and down — our prosperous Ohio River Valley. They go much further than dollars spent on all other Huntington-Charleston TV stations.

Like George we can't tell lies. We don't have to. Look at our pitching record.

	Share of audience*	Quarter hour wins*	CPM homes nighttime*†
WSAZ-TV	63.5	430	$1.12
Station B	24.4	24	$2.50
Station C	14.2	4	$3.33

Just to round out the facts, WSAZ-TV delivers a full 110 counties in four states (reaching almost 600,000 TV homes). For prestige, popularity, best channel and tallest tower, nothing beats WSAZ-TV in this market. Why try? Let Katz hold your coat while you pitch via WSAZ-TV.

**Computed from ARB, Nov. 1957*
†7:30-10:30 P.M.; based on 260 time frequency

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N. B. C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, Commercial Manager
Represented by The Katz Agency